

# THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 11.

NEW YORK AND CHICAGO, SEPTEMBER 9, 1911.

PER ANNUM, \$2.00  
SIX MONTHS, \$1.00

## TRUNK SIZES

No Compromise or Settlement Has as Yet Been Made on the Question—A Decision Expected Early This Month.

THE trunk makers and baggage men are still busy trying to solve the question of a reasonable trunk size limit. Meanwhile, the trade and traveling public are puzzled to know just where they stand, or, rather, will stand, and the uncertainty has been accentuated by new proposals as to the time for making the ruling operative, says Trunks, Leather Goods and Umbrellas.

A conference was held August 7, in Chicago, between the commercial committee representing industrial and wholesale interests of the country, and railroad officials. The question of a proper size was discussed in detail, and the following proposition submitted: Beginning July 1, 1912, and continuing until July 1, 1914, trunks will be carried without excess up to 45 in. in length. Commencing July 1, 1914, the size is to be reduced to 40 in.

### NO SETTLEMENT AS YET.

The Associated Press despatches reported this proposition as a settlement or decision and announced the result as a compromise between the trunk men and baggage handlers. This is incorrect. When asked regarding the truth of such report, the chairman of the railroad committee said the statement had been published without authority and did not represent actual facts. Nothing definite was transacted at this meeting. Owing to the contention expressed by some of those present that there was insufficient time for the commercial interests to adjust their affairs to the new conditions, it was proposed to extend the effective date and also allow the compromise limit of 45 in. to stand for two years, the object being to ultimately get trunks on a 40 in. basis. This, it was thought, would

allow trunk makers, dealers and others ample time to clean up on stocks of large trunks and also give the public an opportunity to use the present baggage for a reasonable time without paying excess. No decision was made, however, the committee taking the proposition under advisement and submitting it to the various roads, with the understanding that a definite answer would be rendered within thirty days. The decision is now pending, and is expected early in September.

The deferred date on which the rule is to go into effect is a new phase of the situation that means only temporary relief, but is an important concession to the commercial interests, as it allows travelers six months longer to enjoy the use of their big trunks without adding to excess bills, and gives nearly a year in which to adjust their baggage on the reduced size, if deemed expedient or necessary. Many of the trunks now in use will be retired by that time.

### THE PUBLIC LITTLE INTERESTED.

So far as the traveling public in general is concerned the proposed ruling has elicited less interest and adverse comment than expected. Misapprehension seems to exist as to the character of the change, dealers reporting that some of their customers are under the impression that trunks over the prescribed limit will not be carried at all. When informed that all trunks under 70 in. long will be transported, as usual, but at a moderate charge for excess of size, objection is not serious. The occasional traveler does not regard a few dollars as objectionable when convenience is considered, and from all sections it is learned large size wardrobes are still selling, though not so largely since the introduction of the smaller models. That they sell at all, in view of the certainty of excess charges, is evidence of the indifference to additional expense among a class of travelers to whom a few dollars on a trip is a matter of no consequence.

## TRADE-MARKS

Bureau of Manufactures Prints the Revised Conventions Agreed Upon of the New Treaties of the International Union.

THE first published report of the results of the fourth conference of the International Union for the Protection of Industrial Property appears in the Daily Consular and Trade Reports for September 2, issued by the Bureau of Manufactures of the Department of Commerce and Labor. The original documents were in French and translations were made in the United States Patent Office.

The conventions resulting from these international conferences are of vital interest to all firms and individuals concerned with patents, trade-marks, designs, etc., and the proceedings of the fourth conference, held in Washington from May 15 to June 2, 1911, are especially important in view of the fact that more than 75 delegates, representing 40 nations, were in attendance.

The three conventions, or arrangements, revised at Washington relate to the protection of industrial property, the international registration of trade-marks, and the repression of false indications of production on merchandise. The Daily Consular and Trade Reports publishes the full text of these conventions, together with a complete list of the delegates of the adhering nations. Stationers and others interested can, no doubt, secure copies of the report by addressing the Bureau of Manufactures at Washington, D. C.

### The Most Popular Books

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending September 6, as follows:

London's "Cruise of the Snark," Pankhurst's "Suffragette," Saylor's "Burgalow," Browne's "Every Woman," Shaw's Plays, Fowler's "Practical Salesmanship," Lorand's "Old Age Deferred."

## STAFFORD GOODS

A "Rekording Fluid" for Permanent Records, a Carton for Its Water Well Jar, and a New Christmas Box.

True to its reputation of giving to the trade articles of value and of serviceable-



STAFFORD'S 1911 CHRISTMAS BOX.

ness, S. S. Stafford, Inc., the well-known ink manufacturing concern, has just brought out a number of new things in its line that will interest the trade because of their intrinsic merit.

As stationers are at this time looking over the market in search of good staple sellers for their holiday trade, the Staffords have prepared a Christmas Box which is designed to meet the needs of the trade for something actually useful and that supplies a common want. With this end in view the concern's 1911 Christmas Box has been filled with an assortment of four 1½-ounce bottles, three of ink and one of mucilage, a supply of pens, a tube of paste, one of glue and in addition, an in-



delible ink outfit. The box, which is decorated with holly leaves and berries, makes an appropriate and valuable article for the holidays.

One of the novelties of the season, and one of which S. S. Stafford, Inc., may well feel proud of, is a handsome water well carton in which is packed the concern's

5-ounce water well paste jars, one in a box. This carton is done in two shades of blue, with an old, gold background and carries on each of its four sides an exact reproduction in colors of the well-known Stafford products.

The carton makes a very attractive package, and will be greatly appreciated by the trade, as they stack well, wrap well and make a more compact bundle for shipping. The carton fills a long-felt want, and will no doubt do much to increase the popularity of the Stafford paste.

A new departure made this year in packing the brushes that go with the water well is that the lead tubing heretofore used will be dispensed with, the brushes being packed loose in the carton. This will be a great convenience.

### PERMANENT "REKORDING FLUID."

Another new article just put on the market by the S. S. Stafford concern is its Rekording Fluid, which has been made especially to meet the demand for an ink for permanent records. It is of a bluish color, but turns black after use. The bottle containing the fluid carries a handsome label that increases its attractiveness.

This Rekording Fluid comes on the market at an opportune time, as there has been a widespread cry for a really permanent recording fluid and for a paper that will last for many years. Such an ink and such a paper are absolutely necessary for the preservation of County, State and National records of all kinds; also for personal instruments that need to be preserved.

### REBON AND CARBON PRICE LIST.

A new trade price list of Typewriter Ribbon and Carbon Papers has just been issued by S. S. Stafford, Inc. Stationers that have not already received a copy can have one by sending their names to the concern at its main office, 603-609 Washington street, New York. To those interested the concern will gladly furnish further information in regard to its new products above mentioned.

Free samples of their products will be sent consumers who write for them, mentioning their dealer's name. All orders are filled by the Stafford through dealers, no goods being sold direct.

In the September issue of "System," S. S. Stafford, Inc., are exploiting their carbon paper and ribbons to the consumer by a full-page advertisement, and all business resulting therefrom will rebound to the dealer's benefit, as the Stafford concern does not sell to the consumer direct.

### "Make Your Store a Magnet."

The above very catchy phrase is the title of one of the most unique and striking books that we have seen in many a long day. This book is issued by The Conklin Pen Manufacturing Company, of Toledo, Ohio, manufacturers of the well-known "Conklin's Self-Filling Fountain

Pen." It is devoted to ways and means that retail stationers can use to increase their sales.

Apparently, an unusual amount of thought and hard work has been put into the selling ideas with which this book is brimful. It fairly bristles with sales-boosting schemes and ideas that are as catchy as they are strong. We do not see how it would be possible for a dealer to utilize some of these ideas and push them with the right spirit without experiencing a very decided jump in his sales.

The book is carefully divided into seven separate and distinct subjects, each of which constitutes in itself a means of attracting people into the stores, and the progressive and aggressive merchants



STAFFORD'S NEW WATER WELL CARTON.

who will use all seven of these ideas and plans will inevitably do the biggest Fall business in their respective cities.

The book is not only offered free to dealers "for the asking" by the Conklin Company, but the different Sales Helps explained therein are also offered entirely without charge; in other words, the Conklin people say "We not only offer the dealers our co-operation, but we offer to supply the material for conducting a Sales Campaign such as this—the whole is at our expense." Fair enough, isn't it?

The book itself certainly stands out a de luxe example of the graphic arts—in printing, stock, illustrations, and engraving. Seldom have we seen a piece of printed matter of its kind that has even equaled this book. And the Conklin people state that it is a production of their own private printing plant. It is a large book, size 9 x 12, 16 pages, printed in colors on heavy enameled stock. All dealers wanting copies can secure same by addressing the Conklin Pen Manufacturing Co., Toledo, Ohio.



**Crane's Ladies' Stationery.**  
 Of well-known Merit  
 Yield a Profit to Dealer  
 Sold by Booksellers  
 — and Stationers  
**Z & W M CRANE**  
 Dalton Massachusetts USA

Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

**TYPEWRITER RIBBONS and CARBON PAPER**

*We* can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

**MITTAG & VOLGER, Inc.**

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

**DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?**

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

**BERLIN & JONES**

SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

**COMPANY**

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

## HUB OPTIMISTIC

**Boston Dealers Are Not Worrying About the Future, as They See Good Business Ahead—Travelers Booking Orders.**

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, September 5, 1911.

With the windup of the vacation and holiday season the absent population has returned to Boston, and, with the opening of the schools, attention is now given to the requirements of business with the anticipation of a good Fall trade. The supplying of school needs brought an exceptionally good volume of business to the stationers both from the school committees in this and neighboring cities and from the many thousands of scholars. Inquiry among the local dealers today found a most optimistic sentiment as to the future outlook and the few traveling men met with had also good reports to make of the success they were meeting in booking orders. The demand for legal stationery has already become active in anticipation of the opening of the court sessions within the next few weeks. The local general business also has a better tone, and, taking local conditions collectively, the future outlook is very bright.

H. E. Shedd, representing Shedd & Wright Manufacturing Co., of Minneapolis, was the first caller to be seen among the local trade today. He was displaying a new Handy Index Desk Pad which has so many new features that he found very little difficulty in securing orders from the local dealers.

E. C. Ripka and J. A. Magee, representing C. F. Rumpp & Sons, of Philadelphia, are here this week, showing many new lines in leather goods novelties, and the former stated that the prospects for a good Fall business were exceptionally bright.

A. C. Rippier, representing Henry Bainbridge & Co., of New York, arrived here this morning with a stock of new stories as well as samples of many new lines being turned out by his house. These new samples and new stories kept members of the local trade intently busy today.

Grey Hamblin, representing McMillan Blank Book Co., of Syracuse, N. Y., was here several days during the past week stirring up Fall business for his house.

W. J. Chaplin, local manager for L. E. Waterman Co., left yesterday on his periodical three weeks' trip to Philadelphia, Baltimore and Washington, from which centers he expects a good Fall business.

W. H. Meyer, representing American Bank Note Co., of New York, made his initial call on the local trade today, and will remain here for several days this week.

E. W. Pond, representing the J. G. Shaw Blank Book Co., of New York, arrived here today in quest of orders for their new Fall line of blank books.

Mr. Hall, representing Day's Diamond Paste Co., of Albany, N. Y., was another of the traveling representatives to strike in early here today after Fall orders.

A. A. TANYANE.

### New Southern Representative.

C. A. Bose, whose likeness is shown here, is the new Southern representative for the Manifold Supplies Company, manufacturers of carbon papers and typewriter ribbons, and the Ditmars-Kendig Company, manufacturers of pen carbon letter books, both of Brooklyn, N. Y.

Mr. Bose comes from Kentucky, and in calling on the trade in the South he will be at home, although where he has called on the trade North he has shown

that he could be as much at home there as when in his own native State. Mr. Bose will have the entire South to look after, and succeeds O. G. Ditmars, vice-president of the company, and while Mr. Ditmars was a little jealous in giving up



C. A. BOSE.

his many friends in the South, he felt, in doing so, that the same hospitality which the Southern trade had accorded to him in the past would be generously extended to his successor. Mr. Bose has all the qualifications necessary for making a good salesman, in fact, he is the protege of Mr. Ditmars, and Mr. Ditmars stands sponsor for him in everything that he does or undertakes. Mr. Bose will be covering this territory in the very near future and the trade is invited to be on the look-out for him.

## A VAST DIFFERENCE

exists between a big stock and a salable stock. In making up the Whiting Line of Correspondence Papers and Papeteries we are careful to avoid being deluded by passing fads which are in violent contradiction to the dictates of good taste. Every production must maintain the prestige of our goods and speak for our experience and good judgment. The trade has learned to appreciate this fact and dealers who sell Whiting Papers realize the full meaning of the phrase,

## WHITING PAPERS ARE STANDARD

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

**TOWER MANUFACTURING & NOVELTY CO.**  
 306-308 BROADWAY NEW YORK CITY, N. Y.

IF IT IS "STATIONERY," WE HAVE IT

**COLLAPSIBLE DRINKING CUPS.**



No. 215, 2½ inches high opened, ¾ inch collapsed, 2½ inch base, 4 rings, full nickel plated. \$21.00 per gross.

No. 3906, 2 inches high opened, 1 inch collapsed, 2¼ inch base, 3 rings, full nickel plated. \$13.50 per gross.

No. 88, 2 inches high opened, ¾ inch collapsed, 1¾ inch base, 3 rings, full nickel plated. \$5.00 per gross.

No. 89, 2 inches high opened, 1¼ inch collapsed, 1¾ inch base, 2 rings, full nickel plated. \$4.50 per gross.

No. 973, 3 inches high opened, 1 inch collapsed, 2½ inch base, 4 rings, aluminum, \$8.00 per gross.

No. 4701, 2½ inches high opened, 1¼ inches collapsed, 2 inches base, 3 rings, aluminum, \$4.50 per gross.



**You Cannot Sell What You Haven't in Stock**

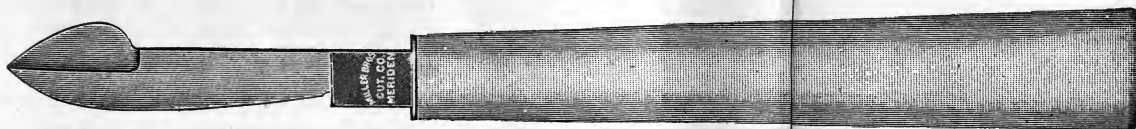
If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,**

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

**Merriam Manufacturing Co., - Durham, Conn.**

**MILLER BROS.' INK ERASERS are the Standard**



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers

**RUBY RUBBER BANDS**

## IN PHILADELPHIA

**Not in Many Years Has There Been Such a Lively Trade in School Goods—Other Lines Improved.**

(From Our Regular Correspondent.)

PHILADELPHIA, September 7.—The schools opening tomorrow, the trade in this important branch of the stationery business is now at its very climax, and it is but fair to state that not for many years has there been such lively buying as today developed. All last week was a succession of rain. Then came a Saturday half-holiday, Sunday and Labor Day, and then Tuesday when, perhaps, the largest single day's school business ever done in the city delighted the retailers and kept the jobbers busy overtime with re-orders. That lines will be depleted before the close of the week is now certain.

### OTHER LINES IMPROVED.

And with September there has come an improvement in that other important branch of the trade, the bank and commercial line. Of course, opportunity has been limited, but it has been taken advantage of, and such firms as the William Mann Company, A. Pomerantz, the Stuart Bros. Company, Deemer & Jaisohn and the William F. Murphy's Sons Company are very active, almost rushed. But the trade annals have been meagre nevertheless.

Notice has been given out that on September 25 application will be made for a charter for the Botfield Engraving Company, Seventh and Ludlow streets, the incorporators being John T. Hannas, Paul V. Hannas and L. Bishton Botfield. On Monday application will be made for a charter for the Bankerd & Outerson Company, which will do a general jobbing business in paper at 245 Sixth street. The incor-

porators will be S. M. H. Bankerd, John W. Outerson and E. M. Outerson. A. J. Bankerd, who will be interested in the new firm was formerly manager for the Philadelphia branch of the Wilkinson Brothers Company.

De Witt C. Dunn, buyer for the William Mann Company, is back at his desk after a brief vacation.

Jack Fowler, of the William F. Murphy's Sons Company, has returned from a vacation spent at Atlantic City and at the Delaware Water Gap.

Fresh and recuperated from a tenting vacation in the Maine Woods, Herbert S. Carley, of the Irving Pitt Manufacturing Company, made trade rounds today.

E. H. Pierce is here for the Cook & Cobb Company. Arthur Knueppel, of Favor, Ruhl & Co., will be here by the close of the week. E. R. G.

### OBITUARY.

MRS. HELEN M. CALKINS.

Mrs. Helen M. Calkins, mother of Ben E. Calkins, of Butte, Mont., died at Mainesburg, Pa., on Friday evening, August 25, at the age of 78 years. Mr. Calkins was notified the previous Thursday of the serious illness of his mother, and left as soon as possible for her home, but failed to reach there in time to see her before she passed away.

Work keeps the body healthy; the mind steady. When the heart is sick—work. When hope is dim—work. After failure, get up and work. Go at obstacles on the run. Tackle impossibilities hard. Measure today by last year, four years ago. If progressing, find work. If losing, too bad; work harder. Be glad that you have work to do.

Efficiency has its own reward.

### PERSONALS.

J. D. Shaub, of Enfaula, Ala., was in New York last week looking over the new goods.

A. Jessop, of J. J. Jessop & Sons, of San Diego, Cal., was among the trade visitors seen in New York last week.

E. A. Lancaster, with Lancaster & Co., of Greenville, Tenn., made a few calls in the New York market last week.

Phil. M. Anderson, of the Anderson Book Store, Newton, Kan., was among the visitors seen in New York last week.

Mr. Alderman, window trimmer for W. K. Stewart & Co., of Indianapolis, Ind., was in New York last week for a brief stay.

"Tommy" McCrum, R. H. Findley, W. H. Jenkins, all traveling salesmen for A. L. Salomon & Co., 345 Broadway, New York, are now at the concern's headquarters. They will start out next week with the concern's holiday line.

Henry Condit, representing the Tower Manufacturing and Novelty Co., 306-308 Broadway, New York, will leave about the 15th for a trip through Virginia and North Carolina. He will carry an extensive line of the company's staple goods, and will be gone for two months.

The Chicago Shipping & Receipt Book Co. announces the appointment of James H. Davison as Southern representative. Mr. Davison has been connected with the Y. & E. Company for several years with headquarters at Kansas City, Mo., and has a large acquaintance with the stationery trade in the Southwest. He left on his initial trip September 1.

J. E. Hayes, manager of Aikin-Lambert Company, 15 Maiden Lane, New York, makers of fountain pens and gold pencils, returned on Tuesday of this week from a two weeks' vacation, which he spent in Albany, Saratoga and other places in that section of New York State.



# "Aviator"

SUPPLIED IN 12 DEGREES

6H · 4H · 3H · 2H · H · HB · F · B · 2B · 3B · 4B · 6B

## PENCILS

Made by L & C. HARDTMUTH in Austria



# EXCLUSIVE PATTERNS

IN

School Bags, Pencil  
Boxes and Incidentals

**FOR THE SCHOLAR**

SPECIALTIES AND NOVELTIES FOR THE  
STATIONERY TRADE



**A. L. SALOMON & COMPANY**

Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



## To Fully Appreciate Quality

the user of catalog cover-stock must examine our attractive line of samples to appreciate the vast difference "to the good" found in our product.

### CORDOVA SUPER COVER

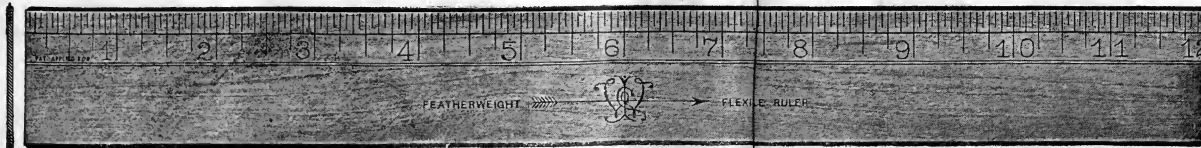
must be *examined* and *impartially judged* alongside of other good catalog covers to prove to the user its unusual excellency.

It has the looked-for lasting service and protection to catalogs, booklets, or large directories. Samples will prove our *quality* claims. Why not look them over?

*Detroit Sulphite Pulp & Paper Co., Makers of Papers of Strength, Detroit, Michigan*



## THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

We Have Moved Our Brooklyn Factory and  
New York Office and Salesrooms to

**316 HUDSON STREET (Near Spring Street)**

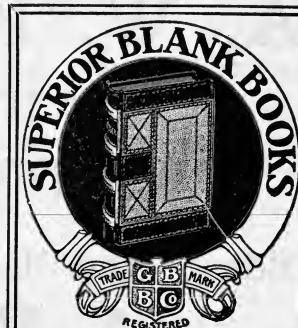
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

*A Complete Stock of All Numbers on Hand*

**GRESHAM BLANK BOOK COMPANY**

"SUPERIOR" BLANK BOOKS

**316 HUDSON STREET :: NEW YORK**



## "STRATHMORE QUALITY" TYPEWRITER PAPERS

A comprehensive line of the best Bond and Linen papers, including the famous "Strathmore Parchment," "Woronoco Bond," "Saxon Bond," "Tekoa Linen Bond" and others. In each grade there is an excellent assortment at Mill prices. Packed one ream (500 sheets) to a box—boxes being covered with brown glazed cover paper.

MANUSCRIPT COVER PAPERS of suitable weight and texture, packed 100 sheets to a box, are offered in a variety of tints and white.

Write Marcus Ward Company, General Selling Agents, for sample book and prices.

Manufactured by  
**THE STRATHMORE PAPER CO.**

"Strathmore Quality" Mills  
MITTINEAGUE, MASS., U. S. A.

General Agents  
**MARCUS WARD COMPANY**  
116-124 Thirty-ninth St.  
BROOKLYN, N. Y.

## NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes  
Retail  
from  
\$1.50  
to  
\$3.50.



OPEN

Plain,  
Chased  
and  
Gold-  
Mounted.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

**D. W. BEAUMEL & CO.,** Office and Factory, 35 Ann Street, New York

# Collins

## DRAWING INK

WATERPROOF

FLOWS READILY, DRIES QUICKLY

BOTTLE CANNOT UPSET - CORK CANNOT ROLL

MADE IN COLORS WHICH ARE STRONG AND BRILLIANT

DISTRIBUTED BY ALL JOBBERS

COLLINS INK CO., HOBOKEN, N. J.

The standard of pencil excellence  
**A. W. FABER** **"CASTELL"**

The most perfect writing and drawing  
equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761  
**A. W. FABER, Newark, N. J.**



## TRADE ITEMS

The Fall season started off this week with most men in the trade in an optimistic mood in regard to the outlook. While general conditions are not as good as they should be, still the reports of curtailment in the iron and steel and textile industries are not as serious as the bears would like to have the public believe. In the textile line all the New England mills that were idle have started up again, thus disproving the stories of dullness in that line.

Retail stationers are now busy with their annual school trade, which will be very heavy for the next few weeks. Wholesalers who deal in school supplies report this the heaviest season for such goods in the history of the trade, many of them being completely sold out. What they are going to do when the reorders come in is a source of uneasiness to these houses, as they are naturally anxious to keep their trade from going elsewhere. With the general revival of business after Labor Day, the commercial stationers are again getting busy, and expect to see the demand grow until the first of the year. Social stationers are a little more active, and with the return to town of the summer absentees, their business will improve. Jobbers are fairly busy for the season, and expect a good trade this Fall. Considerable attention is now being given to holiday lines.

A supply of sanitary paper drinking cups has been ordered by the Panama Canal Commission for the Isthmus, and these will be placed in the coaches of the Panama Railroad, substituting the public glass now in use, as soon as they are received. Arrangements have also been made for individual drinking cups for the hospital cars.

Samples of the paper bags used in England for cooking purposes have been forwarded to the Bureau of Manufactures by

Vice-Consul-General Richard Vestacott, of London, and, together with instructions for using and a price list, will be loaned to interested persons by the bureau.

The plant of the Commercial Envelope Company, of Binghamton, N. Y., in which several hundred persons are employed, will be moved to St. Louis, according to telegrams from Binghamton. The capacity of the company will be enlarged after its removal to St. Louis, according to present plans, to care for its growing business in the Southwest. The reason for the removal given is that St. Louis is favorably located as a manufacturing center, and affords the best delivery facilities to the South and Southwest of the several cities considered by the company.

The Theodore J. Gisburne Company, manufacturer of blank books, at 88 Gold street, New York, has filed a petition in bankruptcy, with liabilities \$14,793 and assets \$5,015, consisting of machinery \$4,775; accounts, \$237, and cash, \$3. The company was incorporated June 20, 1907, with capital stock \$8,000, and Theo. Gisburne is president.

The Columbian - Sterling Publishing Company of New York has purchased the Winthrop Press, one of the three largest printing establishments of this city. The plant will be used for the publication of the various periodicals controlled by the Columbian-Sterling Publishing Company. Its purchase is another step in the movement of the big groups of magazines away from the old plan of having their products printed by a contract. The purchase price was in the neighborhood of \$200,000, and half again as much will be spent in enlarging the equipment of the plant. It now occupies four floors and employs more than 300 people.

One of the latest incorporations is the American Aerial Adsign Company of New York, which is capitalized at \$25,000.

William Elison, of Roosevelt, L. I., N. Y., is one of the incorporators.

The Berkshire Leather Goods Manufacturing Company of Adams, Mass., was incorporated last week, capitalized at \$25,000. Karpell Halpin, Jacob J. Schorg and Edw. J. Donovan, all of Adams, are the incorporators.

The Edwards Ink Company of Chicago, Ill., capitalized at \$25,000, was incorporated last week to manufacture ink, mucilage, paste, etc. The incorporators are A. N. Land, E. Greuzrd, and S. Block.

Amer M. Ryon, who has been in the stationery business in New York City, has leased the old quarters of the Trust Company, at Riverton, N. J., and will open a stationery and art material store.

J. W. Ullrich & Co., 27 Thames street, New York, have just issued a catalogue consisting of ten pages, illustrating, with prices, their line of fountain and stylographic pens. The firm will be pleased to send this catalogue to any dealer desiring same as well as discounts to the trade.

Barber, Hartman & Co. have leased for Joseph Ross the entire building at 247, 249, 251 and 253 South American street, Utica, N. Y., to Hofstetter Brothers, Incorporated, for a long period of years. After extensive improvements are made to the building it will be used for a lithographing, printing and bookbinding establishment and blank book manufactory.

Fire last week did \$30,000 damage to the art store of Oscar L. Woerner of Reading, Pa., who is now at Ottawa, Canada, on his vacation. The place was completely gutted. Nearby buildings were badly damaged by water.

The following from an English exchange shows that some of the troubles of the trade complained of here are also shared by the stationers in Great Britain: "Stationers have found it increasingly hard  
(Continued on page 13.)

# Another New Hurd Paper

**Hurd's Linear Cambric is the name, and it measures up to the same high standard which characterizes all goods with "Hurd's Name on the Box." It is perfect in finish, the writing surface is delightful, the pattern is attractive, and like all of our new papers it is original. Linear Cambric is made in White, Blue, Azure, and Gray. We shall be pleased to send you samples.**

**We are showing a beautiful line of tinted paper with black tissue lining in the envelopes, which is in keeping with the very newest French fad.**



**GEORGE B. HURD & CO.**

**Fine Paper Makers**

**425 and 427 Broome Street, New York, U. S. A.**

**WE MAKE THE  
BEST THAT CAN BE  
MADE AND SELL  
TO DEALERS ONLY**

## RULES IN ORDERING GOODS

**Timely Suggestions That Will Prevent Mistakes and Assure Quick Deliveries—  
Making Out Orders and Checking.**

Now that we are on the threshold of the buying season those ordering goods will do well to pay attention to the following excellent suggestions by the Dry Goods Economist:

Use a separate letter sheet for each distinct matter on which you are writing to a wholesale concern. One letter, if it refers, for instance, to a remittance, contains an order for goods and a complaint as to shortage on a previous shipment, will have to go, in turn, to three or more different branches of a wholesale organization. This may mean a delay of some days before all of the matters have been looked up and attended to. If each matter is taken up on a separate sheet, each sheet will go at once to the department where it belongs.

It is much easier to grasp the meaning of a typewritten letter than one in long hand, and the chance of error is thereby minimized. It is also easier to get the sense of a letter when it is written on only one side of the sheet.

The itemized pay-statement enclosed with the remittance will often prevent misunderstanding and thus save inquiries

by correspondence. Many concerns keep a carbon copy of their pay-statements for reference and for use in case of any point or objection being raised by the payee.

### WHEN REFERENCES SHOULD GO WITH ORDER.

When sending an order to a firm with whom you have had no previous dealings shipment may be expedited by giving, with the order, the name of some concern with whom you have had active business relations—preferably a concern located in the city to which such first order is sent. This may not be necessary when the firm placing the order has a wide reputation, but it can do no harm in any case.

Re-orders sent by mail should include all necessary particulars, including quantity, size, color, width, style, price, etc. Also give the firm name, city and state, the date for shipment, and, especially, complete instructions as to how the goods are to be routed, so that the transportation company (to which the wholesaler is to deliver the goods) can be properly directed by him.

If valuable goods are ordered to be forwarded by express, instruct the wholesaler as to whether he should or should not have their value declared and included in the express company's receipt.

### ALWAYS GET COPY OF ORDER.

When placing an order with a travel-

ing salesman, or when purchasing goods in the market, insist on having a copy of the order, showing terms, time for delivery, shipping instructions and other details. Such copy should be filed with the receiving clerk or other suitable employee, so that invoices, on arrival, can be compared with the order.

When express packages are received make a memorandum of the house from which they come, the weight, and the express charges, also whether prepaid or collect. Such information will be highly valuable if it happens that claims have to be made. If the package is numbered by the wholesaler, that number should be noted.

Store employees on receiving packages from express companies, railroads and other carriers should be required also to note the condition of packages, so that if a shortage is discovered the cause of it can be more readily located.

To prevent invoices enclosed in packages being inadvertently thrown away or lost, the invoice should be looked for prior to throwing aside the wrappers, etc.

### CHECK CONTENTS OF EACH SHIPMENT.

Contents of each shipment should be carefully gone over and checked as soon as possible after arrival, and any shortage, damage or other discrepancy should at once be reported to the wholesaler.

## THE LATEST NOVELTIES

### CRANE'S PAPIER LIGNÉ

#### CASPIAN BLUE

A beautiful shade of blue, with the charming lined effect, which has been so successfully introduced in the white shade.

### TRIANON BORDERS

THE NEWEST PARISIAN NOVELTY  
adding another beautiful decoration to the many other favorites.

The many new and artistic embellishments on social correspondence papers which have found so great favor recently will be the fashionable vogue during the Fall and Winter season.

All of the numerous Crane favorites, chief among which is CRANE'S LINEN LAWN, may be had with gold beveled edges; colored borders in gradation of colors; French borders, combining the gold bevel edges and colored borders; and the new Trianon Borders.



## Eaton, Crane & Pike Company

Sole Manufacturing Agents

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



A carbon or press copy of such claims should be retained for reference.

Clerks should never be allowed, in their haste to put goods on sale, to remove them from the receiving room before the quantities have been properly checked off with the invoice.

When undue delay occurs in the receipt of goods, don't wait too long before notifying the wholesaler. The sooner he receives such information the easier it will be for him to trace the shipment, and thus the sooner will the retailer receive it.

When returning goods to the wholesaler, notify him promptly of the reason for the return, and mail him an invoice, or else enclose it with the defective goods. See that the debit memo is checked off before packing, so as to avoid error on the part of the store.

Have the name of the concern, or of the store, placed on such returned packages, so that their origin may be clear to the wholesaler immediately on their receipt.

A careful record should be taken of articles sent back to the manufacturer for repairs. Debit his account with the amount, making notation why they are returned to him. When the goods come back, credit the wholesaler's account promptly.

**TRADE ITEMS.**

(Continued from page 11.)

during the past few years to remain stationers pure and simple, and most of them have had to add other departments or lines to their business in order to make both ends meet. Many of them, very naturally, have gone in for bookselling and dealing in magazines. Booksellers are in a similar plight, and they have invaded the station-

ery world. Speaking of the annual meeting of Associated Booksellers last month, Mr. Reay, the president, said he was afraid that nowadays there were very few legitimate booksellers. His friend, Mr. Hanson, sold a good deal of stationery, and so also did the 'Times Book Club,' which seemed to have found it could not live on books alone."

**Just a Few Dont's.**

Don't expect your customer to know more about your goods than you do.

Don't tell your troubles in business. Hardships are not considered a business asset.

Don't talk about yourself, but your goods, unless your talents are the merchandise wanted.

Don't be afraid to try. Struggle may not boost you, but it won't pull you down.

Don't bank on your friends. They have social value but should not make your business.

Don't be afraid to place confidence in your employer. His interests are yours.

Don't brood over harsh remarks. Pleasant words often sound harsh in business.

Don't rely on chance, but on effort; the latter has the more lasting value.

Don't borrow trouble until it knocks at your door. Many troubles are more imaginary than real.

Don't be afraid to give your employer the best you have. That is what he is looking for.

Don't expect others to carry your burdens. By shifting responsibilities the trial is made easier.

Don't be satisfied with fairly good work. The best is none too good for the world's market.

Don't use the other man's backbone for

a leaning post—remember you have one of your own.—Playthings.

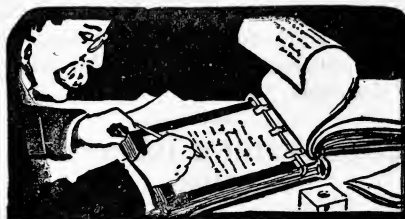
Subscribe for THE STATIONER—It pays.

**DESK PADS**

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

**I. SMIGEL, Mfr.** 166 WILLIAM STREET NEW YORK



**PEN CARBON BILL BOOKS**

No Press No Water No Brush  
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER, TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record. Write us today for price list and circular matter.

**DITMARS-KENDIG CO.**

278 Douglas Street, Brooklyn, N. Y.

**TYPEWRITER CARBONS & RIBBONS**

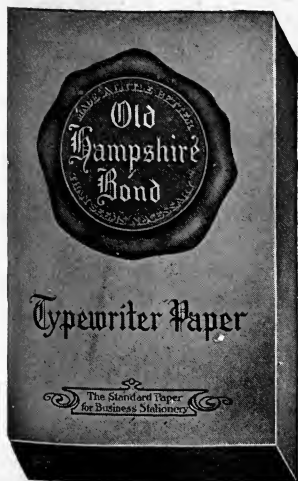


**PERFECT SATISFACTION GUARANTEED**

A trial order will explain why.  
**INTERNATIONAL CARBON PAPER CO.,**  
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH  
INT. CARBON PAPER CO. 22 Quincy St., CHICAGO

**INCREASE YOUR PAPER SALES**



You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

Write for sample book.

**HAMPSHIRE PAPER COMPANY**  
SOUTH HADLEY FALLS, MASSACHUSETTS

## Novelties for the Trade

### UNIVERSAL BANK.

A. L. Salomon & Co., of 345 Broadway, New York, has now in stock the Universal Bank, which ought to make a good seller, as it is a three coin affair, receiving nickels, dimes and quarters. It has a \$10 limit, opening automatically when that amount is put in. Regardless of how the coins are dropped in the bank registers and adds with exactness. It has an opening in the bottom for taking out the coins.

### COLLAPSIBLE DRINKING CUPS.

The Tower Manufacturing & Novelty Company, of 306-8 Broadway, New York, is advertising in this week's issue its new line of collapsible drinking cups. The following numbers and prices indicate the extent of the new line the company is carrying:

- No. 215, 2½ in. high opened, ¾ in. collapsed, 2½ in. base, 4 rings, full nickel plated; \$21 per gross.
- No. 3906, 2 in. high opened, 1 in. collapsed, 2¼ in. base, 3 rings, full nickel plated; \$13.50 per gross.
- No. 88, 2 inches high opened, ¾ in. collapsed, 1¾ in. base, 3 rings, full nickel plated; \$5 per gross.
- No. 89, 2 in. high opened, 1¼ in. collapsed, 1¾ in. base, 2 rings, full nickel plated; \$4.50 per gross.
- No. 973, 3 in. high opened, 1 in. collapsed, 2½ in. base, 4 rings, aluminum; \$8 per gross.
- No. 4701, 2½ in. high opened, 1¼ in. collapsed, 2 in. base, 3 rings, aluminum; \$4.50 per gross.

The trade understands that the collapsible drinking cup is now a standard article, laws having been passed in the different States doing away with glasses and cups in public places. The law even takes in our public schools, where each child must have its own glass or cup. In fact it is such a staple article today, there are very few stationers or fancy stores that do not carry them. The Tower Manufacturing & Novelty Company invites inquiries from the trade in regard to these cups.

### AN "AVIATOR" PENCIL

L. & C. Hardtmuth, 34 East Twenty-third street, New York City, with factories in Austria, are putting out a new pencil, the "Aviator." It comes in a beautiful turquoise finish and in ten degrees from 6H to 6B. It is made only in round

shape, and is of a good quality and splendidly adapted for school trade. The pencil will sell at a medium price, and the fact that it is being put out by the makers of the well-known "Koh-i-noor" and "Mephisto" pencils, will undoubtedly bring a ready response from the trade in the shape of orders. The firm has several display signs suitable for windows, counters and shelves, and which will be glad to supply the trade upon request.

### THE "RONEO" TABLET

The Modern telephone tablet is now being marketed under the same patents by the Roneo Company, 371 Broadway, New



York, and will be known as the Roneo Tablet. The trade are invited to write for prices for the tablet, as well as the paper rolls.

### UNIVERSITY BOOK RING.

The improved University Book Ring, which is manufactured exclusively by Otto Kellner, Jr., 4028 State street, Chicago, is meeting with great favor with stationers all over the country, and particularly with those in the trade that do a school and college business.

This ring has been popular with students for a good many years, and the demand is growing steadily, and new friends are being made for this handy little device. It meets every requirement for the temporary binding of students' and stenographers' notebooks, as every loose leaf lies flat when in use. Made in four sizes, it is very strong, neat and durable. Only the finest material possible enters into the manufacture of these book rings. Stationers and book-sellers

everywhere that are interested should get in touch and write for terms and prices.

### LAIRD & LEE'S DIARY.

This excellent little diary is issued each year, and kept strictly up-to-date. Contains: Wages Table, How to Deposit Money in Postal Savings Banks, Panama Canal Record, Moon's Phases, Tips on Banking, 1910 Census U. S. Cities, 10,000 up; Handy Ruler, for measuring, on back cover; First Things, Facts about the Bible, Memoranda for every day of 15 months, showing day of week, month and year, holidays and special Church days; State Flowers, cash account for each month; identification page. Calendars for 1912, 6 months of 1911, and 6 months of 1913. Rates of postage; birthstones for each month.

In addition to the above mentioned data, the book contains complete information in regard to astrological signs, so that everyone can be his own astrologer. There is also in the diary a lot of statistical information in regard to Canada, Mexico and other countries. It also has a large assortment of maps.

A combination stamp and ticket holder is a new feature of the book, that makes it of more value than ever before. The diary is in reality a great pocket compendium of useful information. It is made in full black or red leather, has gold stamping, gilt edges, and is vest pocket size. It sells for 25 cents.

### Printing Office at Turin Exposition

In the "mediaeval village" of the exposition the historical exhibition of book printing was opened a few days ago. It consists of an old paper mill, a book printing establishment with type foundry and book-binding plant, a bookselling store and an exhibition of photographs of the first books printed in Italy. All workmen in these establishments wear the costumes of the fifteenth century. The first house contains the paper factory, described as follows in the "Guide": "In the first room the stirrers mix the material in the tub, the scooper lifts it out by means of the wire cloth form, makes the sheet and turns it over to the press. In the second room is seen the stamping mill for reducing the rags; in the third room the glue kettle, where the paper is sized, and the glazing apparatus.

"In the second house the book printing office is located. In the vestibule a wood cutter and an illuminator are at work. In the back part of the room the type founder is working alongside of a crucible in which the metal is melted. In the centre of the room, extending as high as the ceiling, the large wooden press is seen.

"In the house opposite the printing office is the bookbindery. Here workmen use wood, leather and parchment for covering the books.

Mr. C. A. Bose has been appointed  
Southern representative of the Manifold  
Supplies Co. and the Ditmars-Kendig Co.

Yours truly,

D. G. DITMARS



### When Shall We Three Meet Again?

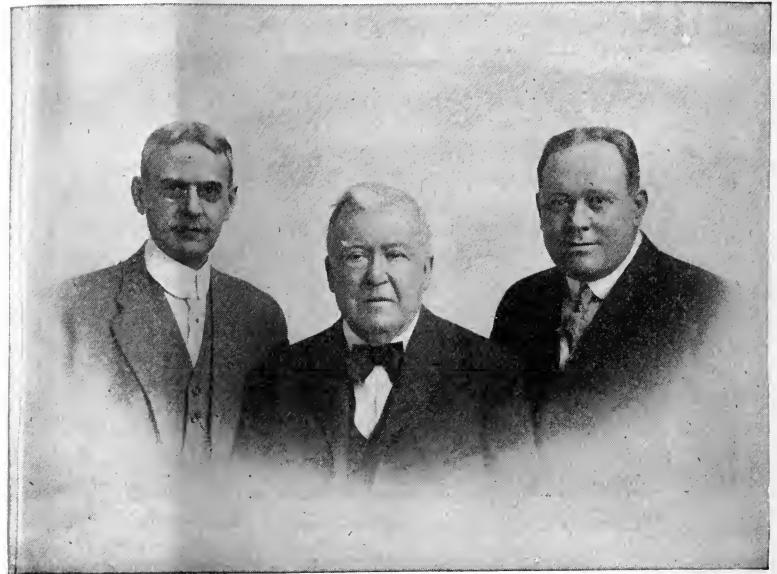
Below will be seen three representatives of three well-known houses, and all young fellows, if the old adage holds good that a man is as old as he feels. Take the young man on the left; he is Frank G. Wilstack, of Kimpton, Harbottle & Haupt, wholesale stationers of New York City, whose territory takes him South as far as Texas. There is no fuss or feathers about Frank, always pleased to take an order—no misrepresentation in his make-up, never persistent, but bides his time to the convenience of the buyer. Frank Wilstack is a diplomat along these lines, and a good judge of human nature, which in the long run delivers him the goods. His house is also a very popular one among stationery buyers, being very progressive in its business methods, so the combination is a good one.

The young fellow on the right is Lou I. Snyder, the genial manager of the Carter's Ink Company's Canadian factory in Montreal. He is ever happy when talking the Carter product, and it will not be his fault if every office in Canada does not use Carter's inks and adhesives. He is a sticker for business.

Last, but by no means least, here's Uncle George Olney, the youngest of the bunch. He needs no introduction; he is known from Maine to California and back again. Of course everybody knows he is connected with the well-known Irving-Pitt

Manufacturing Company, manufacturers of loose leaf goods with a reputation, and Uncle George has helped to build up a

Olney, and always will if he lives to be a hundred—and here's hoping. These three were formerly the sales force of E. Kimpton, New York, and this picture was taken on a recent anniversary in Chicago.



THREE PROMINENT GRADUATES FROM THE COMMERCIAL SCHOOL OF E. KIMPTON OF NEW YORK—WILSTACK, OLNEY, SNYDER.

wonderful business for his company. Although the trade does not see as much of him as they would like, he is the silent sentinel, and always on the job in spirit if not in person. Many an order goes in to the house to the credit of George A.

ton, New York, and this picture was taken on a recent anniversary in Chicago.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

*Macey*

## Inter-Inter Filing Cabinets

COMPRISE EVERY MODERN FILING DEVICE

Inter-Inter is a system of interchangeable interior units comprising every modern filing device, and a series of outside cabinets having open spaces to receive the units. The name describes the basic idea—Interchangeable Interiors. The Inter-Inter idea allows you to select and arrange a cabinet to suit your exact requirements—with all others your requirements must be modified to suit the cabinet. Saves time, money, space, and annoyance in any business office. Sold by dealers everywhere.

CATALOG No. 4111 ON REQUEST.

*The Macey Co.*  
GRAND RAPIDS, MICHIGAN

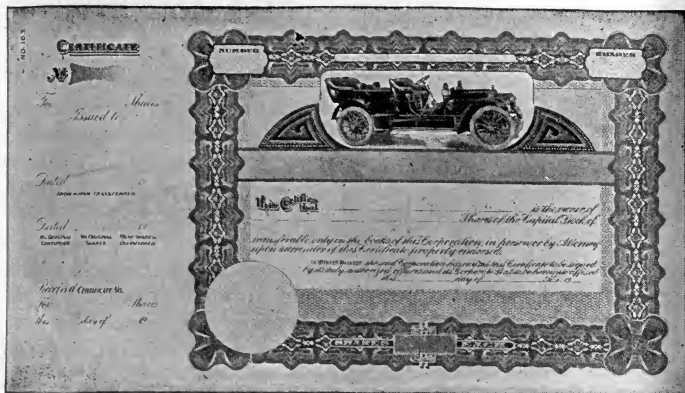
Every  
Stationer and  
Printer  
should  
have  
them.

Established 1879

# GOES

CHICAGO.

Originators  
and  
Producers of  
The Blanks  
of  
Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

## Lithographed Stock Certificates and Bond Blanks

The first and most complete line on the market.

- 132 Styles of Stock Certificates, suitable for every industry and more to follow.
- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.

Send for samples and prices.

- 112 Calendar Pads, 72 styles and sizes.
- Original and artistic designs.

# GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

# VALENTINES

A Veritable VALENTINE Triumph for Our Customers

We have given our popular priced Valentine line special thought and attention, and have evolved unusually clever conceits for those who delight in the novel and striking.

Especially pleasing and readily marketable. Each number is either enveloped or boxed, and will retail at

**FIVE CENTS TO FIVE DOLLARS**

## THE GIBSON ART CO. :: CINCINNATI

ESTABLISHED 1850

Note CINCINNATI. We have no New York Office

## CARD SUGGESTIONS

### The Return of Those Who Have Been Out of Town Affords an Opportunity for New Seasonable Cards.

Those who have been away for the summer ought to need many things that the stationer carries in stock. Special stress should be laid on those articles at this time. Some suggestions follow:

#### YOUR FRIENDS

Will want to know that you are back again. Tell them on Linen Fabric Finish Papers.

#### THUMB TACKS

Are most useful for tacking up many of the souvenirs of the Summer. We sell them.

#### START RIGHT!

Begin today by recording all your household and business affairs. We have the books in stock.

#### VACATION IS OVER!

In buying for the Fall, don't fail to see our new goods.

#### CALL EARLY

And inspect our stock. We have a fine assortment of new things.

#### THE CHILDREN

can get all their school supplies right here. Bring them in.

#### Featuring Special Occasions

"A distinctive feature of my business," said a well-known merchant, "is my policy governing my show windows. The idea on which this policy is based is not original, but it is used in part by many stores. I carry the idea to a greater length than does

the average store, and I make a permanent feature of what others use only occasionally and indifferently.

"I decorate my windows especially in honor of local events. At school commencement time last year I put in a window in which the central figure was a dummy co-ed in cap and gown with a diploma under her arm. Local school colors and pennants were used in the decorative scheme; a framed list of graduates held the place of prominence on the left and photographs of the graduates which I procured at the local gallery were placed on the right. The window created much friendliness for me and my store among the local students, faculty and their friends. The store had paid them and their work a tribute, and I casted the good will many times in the next few weeks as the student trade multiplied.—System.

#### Your Silent Salesman the Advertising Sign

The advertising sign is, unquestionably, the oldest form of advertising now before the world, says the Grand Rapids Furniture Record. Its existence dates back long before the newspaper and magazines, and its importance has kept abreast of all mediums now used by the retailer of public commodities. Too much attention cannot be paid to this silent salesman. It is a necessary complement to the newspaper and magazines, and the connecting-rod between the publicity columns and the salesman in the showroom.

Today the manufacturers in this country are spending thousands of dollars in advertising signs. Goodly proportions of every advertising campaign are allotted to the purchaser of this important feature. The manufacturer of public commodities is willing to furnish the retail dealer a sign consistent with appointments of his showroom. Don't throw these signs away; hang and mount them where they best can be seen, and they will prove a sure business bringer.

Many times the passerby has his attention called by the advertising sign to an article that he needs. Many times he enters an emporium to purchase a certain article and is led to buy other goods through the medium of the advertising sign. Many more times does he look into the windows of the big stores and has impressed upon his mind by an advertising sign the kind of an article he would like to buy. He may not purchase then, but the little advertising sign has taught him where he can buy when he is ready. These simple reasons, based on common sense, alone make the advertising sign a mighty important lever in the machinery of a retail business.

Say it with as many frills as you want, the point is this: Do something. Deliver the goods. Produce!

#### The Decline of the Marbled Edge.

The beautiful color effects shown in the hand-made, gold vein, and other marbled paper of today are both artistic and harmonious. They indicate a decided improvement over the antique patterns, primitive in design, and glaring in contrast, of the long-ago period. They illustrate the fact that in the production of papers the art of marbling has steadily progressed.

As practiced in the average shop, marbling was for a long time mysterious and uncertain, says Howard Morton in the International Bookbinder. With little apparent definite method in the different operations, results were often disappointing and discouraging, much time and patience being wasted. The appearance, some years ago, of "Halfer's Art of Marbling," did much to educate the marbler into better and more certain methods of procedure, replacing the haphazard and unreliable ideas in vogue at that time. In giving the results of years of study, the author pointed out the properties of colors, the action of gums, and applied rules for every step, explaining in detail all the various operations. It is generally conceded that the results attained are not surpassed, and the benefit to the marbling craft of the knowledge thus obtained invaluable.

Chief among the causes of the decline of the marbled edge is the change in taste for fine binding, which has largely discarded the delicate calfs, and substituted the more durable levants, moroccos and leathers of this nature; and, as in a majority of cases, the edges are either gilt all around or gilt top, this change has practically displaced the half and full calf marbled edges, full gilt back, a style much in favor in English, French and American binding of the earlier period.

The solid color is very effective and makes a pleasing combination on many grades of work, printed or blank. Easily applied, much time is saved by its use.

In the small shop, where marbling is seldom done, the difficulty of keeping an outfit in workable condition is a feature that discourages its use. The gum has become sour, the colors dry and neglected, and the various appliances misplaced. To make a success under these adverse conditions, the marbler must have everything in such shape that in a few hours' notice he can proceed.

If marbling is again to be a popular mode of decorating edges, it must not remain in the luck and chance class. There must be a definiteness about all its various phases that makes it as easily applied as a sprinkled or colored edge. To compete with its substitutes it must be shown that it is not many times more expensive in its application. There is no doubt that fashion may again change.





## To Every Stationer—Everywhere

To Every Stationer—Everywhere—the “Eagle A” Water-Mark has a deep significance.

This Water-Mark is the Trade-Mark of a manufacturer who believes that Quality Goods should have a means of identification—not excepting Bond Papers for business use.

Thus the “Eagle A” Water-Mark is the connecting link between Bond Papers of 100% value, and the stationer who buys with both sides of his dollar.

It makes no difference where you are—what class of business you cater to,—or how much paper you buy, there is an “Eagle A” paper adapted to your particular needs, and it’s a paper of proven quality and known worth.

The Thirty-Four Bond Papers bearing the “Eagle A” Water-Mark are full-value Papers because the consolidation of Twenty-Nine Paper Mills makes possible the most economical manufacturing and distributing methods.

Look for the “Eagle A” Water-Mark. It’s a good habit.

**AMERICAN WRITING PAPER CO.**  
HOLYOKE, MASSACHUSETTS



# THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

**Stationery and Fancy Goods Trades**

PUBLISHED EVERY SATURDAY

BY THE

**LOCKWOOD TRADE JOURNAL COMPANY**

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.  
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

## TERMS OF SUBSCRIPTION

One Year.....\$2.00  
Six Months..... 1.00  
Three Months..... .50  
Canada and Foreign Countries per year..... 3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address  
4603 Beekman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

J. T. Peacock, Seattle, Washington, says: "I miss 'The Stationer' when it fails to arrive on time more than any other paper I read."

## CHILDRENS' TRADE

Retail stationers, in order to be successful, must cater to the wants and whims of the children. Just now the stores are being put to the test, or will be next week, as practically all schools will be opened by that time. As the school trade marks the opening of the commercial year for the stationer, he should do all he possibly can to make a good impression on the children, so that they will drop in almost daily for some small article, and, always eager for novelties, perchance see one or more things that strike their fancy. These they buy at once, or, lacking the change at the time, they return later to secure. As stated last week, their love of novelty should be catered to, extra efforts being made to hold their trade.

While it is now too late for the stationer to change his plans for the Fall school trade, still he will be the gainer if he makes a close study of the children's desires noting the goods that please them and those they do not take to. This is getting into the psychology of trade, to be

sure, still that is the only way to do it and succeed, the secret of trade being to find out about what will suit your customers, and then give it to them.

The impression made on the children at the opening of the schools frequently lasts throughout the year, with the result that the favorite store gets their trade for the rest of the year. That this is worth considering stationers will agree, when they stop to think that the children are their best customers for post cards and for small novelties, such as pins, badges, buttons, etc. Besides, they are the customers that celebrate all the holidays, and are eager to find novelties with which to do so. And, speaking of holidays, the next on the list in many States, is Columbus Day (October 12). Although this holiday has but lately been added to the list, there are some novelties especially designed to meet the requirements of the occasion. After Columbus Day the next in order is Hallowe'en (October 31). This is a big night for the children, and stationers, as a rule, do not do much towards supplying them with the new goods that the jobbers have to offer for the children's amusement.

Retailers might do well to keep a diary in which each and every occasion throughout the year that has any bearing on his business might be recorded. With this data he would be in a position to live up to the requirements of the trade, as knowing what is needed, he would be able to order ahead and have the goods ready for display as the occasions arise. Such a diary would have all the big holidays marked in red; all the other days, such as Hallowe'en, St. Valentine's Day, St. Patrick's Day, etc., should be noted. Add to these all the local affairs, birthdays, socials, reunions, parades, class days, picnics, dances, festivals, clubs, etc., and the live stationer will soon have a list that will keep him busy providing goods for. Some time when he has a chance to think the fact will dawn on him that the children are his best customers for all his novelties.

## ROUNDABOUTS

BY THE TRADE LOUNGER.

Traveling men in the stationery and allied lines have a bad habit of telling stories on Paul Divver, of the Mittag & Volger Company. Frequently the experience they relate happened to themselves, still they put it on to Paul, knowing that he just as soon as not add to the Gayety of Nations that way.

The funny stunt in connection with these stories is that Paul laughs heartily over them when they come his way. Well, here is a sample story—and if Paul denies it we'll print a picture of the girl!

Paul had just finished with a customer in Houston, Tex., when he discovered that he had one-half hour to pack, get his ticket, check his trunk, and get his train. He hustled.

Supper being out of the question, Paul took the air line for the lunch counter—he had 17/8ths minutes to the good. But Fate and the Glooms were in hiding for him. Then, too, Paul had a bad cold, which was a big handicap when swift and accurate speech was vital. To make matters worse, the girl at the counter stuttered and besides had a hair lip.

As type cannot do justice to the colloquy that ensued, we will simply say that Paul did the best he could in asking for two ham sandwiches, a piece of pie and some fruit.

"Tot er tay? I dot understan yer!"

Paul would lick us if we reproduced what he tried to say; especially as it was worse than the girl's speech. Sufficeth to say that between their effort to make themselves understood, Paul did not get his refreshments till the train started to pull out. Then he ran.

Those who saw him say that they never saw a funnier sight than Paul Divver running with a grip in one hand, a bag of sandwiches, etc., in the other and hollering all the while for the train to "top."

It is only your Simon Pure clairvoyant that can read the future and tell exactly just when and how long a patient is going to be too sick to work.

"Bill" Hamblar, of the New York office of the L. E. Waterman Company, and "Wall" Edgerley, of Eberhard Faber's Pencil Company, did the trick last week. Just seven days ahead of time they predicted that they would both fall in a fit unless all signs failed.

On the fatal seventh day they sat down and waited for the shock.

"Better call in an expert," said Hamblar. "We really ought to be dead sure about this—guess I'll call 'Old Doc' Fisher up at Towers and let him prescribe for us."

"He can do it all right," said Edgerley, he's a sailorman himself."

After hearing the symptoms, "Old Doc" prescribed as follows:

"Crank up the boats, 'Billy Boy' and 'Peggy Boy,' quick. Beat it from Jamaica Bay to Fulton street on the North River, load the boats with West India goods and molasses and stay afloat for five days. Don't take too much of the molasses. If not cured in a week, refill the prescription."

The patients returned last Tuesday well and strong. They say "Old Doc" Fisher is a wonder.

Subscribe for THE STATIONER—It pays.

## SHOW CARDS

Practical Suggestions for Writing—Right Brushes—Colors on Cardboard—How to Write Cards—Single Words Best.

The art of showcard writing is not a difficult one to master if the beginner will keep at it. Many times the dealer or the clerk in the store becomes discouraged because he does not become a finished artist at once.

A great many dealers make but a very poor attempt, while some, because of their deficiency in penmanship and through lack of proper instruction, cease their practice at an early stage and give way to failure.

Some of the best cardwriters are very poor penmen, and those dealers and clerks who have become cardwriters have had their beginnings. All beginnings are but trials. Only time and patience lead to perfection. If you wish to become a good

### HOW TO SELECT BRUSHES.

If you have neglected your brushes, too much care cannot be exercised to bring them to their natural state.

They should be thorough soaked and washed, and all surplus moisture squeezed from them. Then lay flat on the table to dry. In the attempt to save them never cut the end. If the hair protrudes pull it out entirely.

### WATER COLORS DESIRABLE.

In selection of paint, the writer favors water colors, as he finds it quickest to work than Japan colors, and time is money. Do not use colors ground in oil, for a paint is not thoroughly mixed it leaves an ugly, uneven shading around the letter. The oil and turpentine will invariably find its way out if too freely used. If too little is used the paint will not run freely on the brush. In other words, your paint is never ready for use and time is wasted. To obtain a

a little water. To make lighter shades of any color add flake white. The different tints can be obtained by mixing the different colors. For example:

Green—Mix yellow and blue.

Lemon—Mix white and yellow.

Purple—Mix red, ultramarine blue and white.

Buff—Mix white, black and yellow.

Brown—Mix black and red.

Olive—Mix green, yellow, black and white.

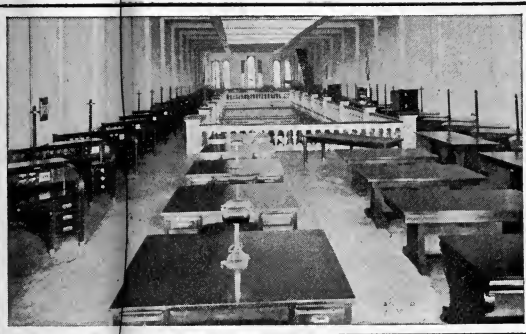
Orange—Mix red and yellow.

Rose—Mix yellow, white and red.

Cream—Mix yellow and white.

Chocolate—Mix black, red and white.

As to cardboard some cardwriters prefer the rough surface to the glazed. For water colors, a plain board is much more satisfactory. For large size cards eight-ply thickness is the best, but for small price tickets, etc., a four-ply board will answer.



TWO VIEWS OF THE PHILADELPHIA BRANCH STORE OF THE GLOBE-VERNICKE COMPANY.

(See Page 24.)

cardwriter, bear this in mind: "Practice and patience are the golden rules by which you can succeed."

### PATIENCE ESSENTIAL.

The first thing necessary for the practice of cardwriting is to have a table suitable for this particular kind of work; a table about five feet long and three feet wide will meet all requirements. The next step, and most important, is to know what kind of brushes to use, as a poor brush is only a detriment and will tend to discourage the beginner. It has been found that the sable brushes are far superior to any other, as they are more elastic. They enable the beginner to draw a straight, steady line of any width. The next in fineness to the sable is the ox-hair brush. It is much cheaper, and for the beginner will answer the purpose fairly well. The best sizes for general use are six, nine and twelve. Always clean your brushes carefully after using them, washing them in at least two waters and drying them thoroughly.

good black paint buy a small package of lamp black, say a fifteen cent package, and a small can of liquid glue. Pour the lamp black into an old bucket, use as much hot water as is needed to make a thin solution, and stir thoroughly; next, empty in your glue; about five minutes is needed to dissolve the glue. After this has been thoroughly dissolved, strain through a cheese cloth and bottle up, and thus you have at small cost an ample stock of paint always ready for use.

For colors use what is termed dry colors. You can obtain them from any paint store. With an assortment of flake white, chrome yellow, ultramarine blue, vermilion and lamp black, already described, you can write almost any kind of plain or fancy cards.

First, get a large case knife, then a piece of thick glass to grind on; pour color on this and add enough mucilage to make a mixture like thick paste or syrup. Place each color in a separate receptacle and cover up, and, when ready to use, thin by adding

The attractive card is the one which is tastefully arranged and which shows the originality of the writer.

Be careful as to your spacing, leave an equal white space between each letter. This is very important to secure uniformity for your work. Always leave a wide margin around the card, otherwise it will look cramped. The quickest and neatest way to draw your margin is to place your little finger at the edge of your cardboard, using it for a guide. Leave as much space as the position of the hand will permit. Now, by holding the hand in proper position draw quickly toward you, turn the card and treat the other three sides in same manner. If this is carefully done the lines will be straight and an equal distance from the edge.

### SIMPLE WORDS.

The cardwriter should remember that a clean cut, distinct impression is best conveyed by short words and short sentences. Aim to tell people what they want to know to purchase the goods, not what they already know. The old, tried and constantly used words, the common words, are the best, because they convey your meaning to the masses and the masses are the dealer's principal customers.—Playthings.

Subscribe for THE STATIONER—It pays.

*Make Your  
Store a  
"Magnet"*



at OUR  
*Expense*

*This Great "200 H.P."  
Look FREE!*

It contains a powerful "sledge-hammer" Retail Selling Plan that goes after business, hammer and tongs, in your behalf. It consists of 7 distinct ways and means of drawing people into your store. It is an out-and-out "magnet" for attracting trade.

It gets right down to "brass tacks" with YOUR selling problems and shows you how to make two sales where you only made one before. The book is really a marvel! It not only boosts your sales on



# Conklin's

## Self-Filling Fountain Pen

but everything else you have to sell, too, and the best part of the Plan for you is that it operates *at OUR expense*—we furnish all the "magnetism"! Isn't that "goin' some"?

### The Time to Act is NOW!

Business is going to be mighty good this Fall. But to get your share of it you must do something more than whistle for it. It is like a black eye—nobody gives it to you, you have to fight for it.

### Put Your Shoulder to the Wheel

Put this big "200 H. P." Sales Plan to work for you and you will be gladdened by that sweetest of all music to the merchants ear, the jingling of the cash register bell. That's what counts.

This handsome, 16 page book, size 9x12, is elegantly printed and illustrated in colors, on heavy superfine stock and is yours "for the asking". And a request for it doesn't obligate you to buy, either.

### Just Fill Out Coupon Below

Write today—*now*—before you lay this paper aside. The edition is limited.

**The Conklin Pen Manfg. Co.**  
126 Conklin Building      TOLEDO, OHIO

THE CONKLIN PEN MFG. CO.	(A)
Toledo, Ohio	
GENTLEMEN:—Without obligation to order, please send Book entitled, "Make Your Store a Magnet," to	
Firm	_____
City	_____
State	_____

(Cut Here)

## ORDERS BY MAIL

**Chicago Stationers Report Better Business  
With a Noticeable Increase in the Or-  
ders Received by Mail—Trade Items.**

Western Office, THE AMERICAN STATIONER,  
431 So. Dearborn St., CHICAGO, Sept. 5, 1911.

Labor Day passed off quietly in Chicago. Most of the business houses and all of the banks were closed and labor given an opportunity for rest and recreation. There was no parade, the members of unions participating in picnics, excursions, or attending the extra attractions prepared for the day. The principal of the latter was the Hackenschmidt-Gotch wrestling match at the White Sox Baseball Park, on the South Side. A great contest was expected from the matching of these two giants of the mat, and but few looked for the tame work of the Russian wrestler, who seemed to be beaten before he entered the ring. Gotch easily threw the giant, the first fall coming inside of fifteen minutes and the second inside of five minutes, with the Russian begging to be thrown easy. It is estimated that 35,000 spectators witnessed the match, both of the wrestlers receiving much coin as their portion of the proceeds.

### BUSINESS IMPROVING.

Stationers continue to report business good and improving. A favorable feature of this improvement is the increased mail orders being received, the business from this source being better than since last Spring. Prospects are considered good that the Fall business will be active and up to the standard of last year, if not better.

### CATALOGUE COMMISSION MEETS.

The members of the National Catalogue Commission planned to hold a meeting in Detroit tomorrow, but James A. Dorsey, the Texas member of the Commission arriving in the city last Thursday, obviated the necessity for making this trip, as matters were gone over by the members to an extent which made it unnecessary to hold any further meetings before the Annual Convention of Stationers and Manufacturers in October.

Mr. Bezold, who holds an official position with the A. W. Faber pencil factory, at Stein, Germany, is in the United States, and is making a tour of the country, as well as a portion of Canada, in the interests of the home factory. Mr. Bezold was accompanied by John A. Riedell, manager of the Chicago office of A. W. Faber, in a call on the stationery trade in this city, and departed for Winnipeg, Manitoba, after spending a few days here.

James A. Dorsey, of the James A. Dorsey Printing Company, Dallas, Texas, was a Chicago visitor last Thursday, and went into conference with his associates on the National Catalogue Commission, Chairman Fletcher B. Gibbs and Chas. A. Stevens.

Mr. Dorsey reports business good in the Southwest, and says that Dallas is a world beater.

James T. Lacey, representing the Shaw Blank Book Company, was calling on the Chicago trade last week, and reports a fine line of orders as the result of his work.

J. L. Dandy, formerly at the Rochester headquarters of the Yawman & Erbe Manufacturing Co., has taken a position as floor manager of the Chicago branch, commencing his new duties on September 1.

Robert Eastwood, representing the Arms Manufacturing Co., South Deerfield, Mass., was calling on the Chicago stationery trade last week.

Friends of A. E. Riddle, after reading the account of his bowling laurels at Paw Paw Lake, Mich., expressed much curiosity to know how any one could get a score below his. It was finally explained that the score board was arranged like a thermometer and that the record of the other contestants was below "zero."

W. H. Cox, of the Chicago office of the Carter's Ink Company, returned Monday from a two months' trip to England and France, being accompanied by Mrs. Cox, who made the trip with him. Mr. Cox stated that he had spent an exceedingly pleasant vacation, and had enjoyed the stay in England and France greatly. He says he is feeling in splendid form to undertake the duties of his position, and will make things hum from now on.

J. B. Irving, president of the Irving-Pitt Manufacturing Co., of Kansas City, is a Chicago visitor this week, and is renewing his acquaintance with friends in the trade.

J. W. Dunham, one of the standbys at Shea Smith & Co.'s, will leave on Saturday of this week for Troy, N. Y., which is his old home, and will spend a couple of weeks before returning here. Mr. Dunham will probably take advantage of his proximity to New York to take a run down and secure a glimpse of the "Gay White Way."

Harry S. Adams, Chicago manager of the Eaton, Crane & Pike Company, is away on his Eastern trip, which will take him to the factory at Pittsfield, Mass., stopping at the principal points en route. Mr. Adams was expecting to return about September 17, and was then planning to go to Kansas City and Omaha, after a short stay in Chicago. A. C. Statt and A. F. Overstreet are both out on their territory, the former in Wisconsin and the latter in Michigan.

Harry Z. Perelstein, of the Chicago branch of the Y. & E. Manufacturing Co., has left for Rochester, N. Y., where he will spend a week at headquarters in attendance at a conference of branch office salesmen.

John A. Riedell, in charge of the Chicago office of A. W. Faber, makes his maiden trip to St. Louis tomorrow, and will remain the balance of the week in looking after the A. W. Faber trade in that city.

Benjamin Josephson, of J. Josephson & Son, New York, was calling on the trade last week.

Conrad Heppe, representing C. F. Rumpff & Sons, Philadelphia, has been hustling for orders here this week.

### TRAVELERS IN TOWN.

Traveling representatives from out of town houses are scheduled to arrive in Chicago as follows: C. H. Numan, of the Weeks-Numan Co., New York, September 8; Edwin Hillyer, representing the American Hard Rubber Co., September 8; S. E. Baxter, representing the Cushman & Denison Manufacturing Co., New York, September 8; C. E. Gowdy, representing Richard Best, New York, September 11; A. J. Moore, representing the Spencerian Pen Co., New York, September 11. THOMPSON.

### Beautiful Booklet Calendars

The booklet calendars for 1912 of Hills & Hafely, of New York, are unique in design and are very artistically executed, making a strong appeal to persons of cultivated tastes. The wide range of human sympathy that these calendars cover can be appreciated by a cursory glance at their titles, which include separate books for the Garden Lover, the Nature Lover, the Book Lover, the Music Lover and others, such as Beads of Love and Thought, and the Bond of Friendship calendars.

These beautiful little books come in fancy leather and other bindings that are particularly appropriate considering the cultivated character of their subject matter. As even detailed descriptions of each of them would not do justice to the books, we suggest that stationers, who enjoy a discriminating high-class trade, should communicate in regard to them with Hills & Hafely, art publishers, 27 East 22d street, New York.

### Attractive Store Interiors.

The illustrations shown herewith are two views of the Philadelphia branch of the Globe-Wernicke Co. As can be seen from the pictures the store is unusually attractive and speaks well for those who have succeeded so well with such large articles to display.

The floors in the store have a depth of 230 feet and a width of 40 feet, giving ample opportunity to display an immense line without crowding it, the lower floor being devoted entirely to oak and the upper to mahogany. The interior of the store is white with mahogany trims. It is under the management of V. A. Young, who has been connected with the Globe-Wernicke Company for nearly fifteen years.

Send us in samples of your window show cards—Others would like to see them.



**AT THE SIGN *of* GOOD MAPS**

THE RAND-McNALLY

**INDEXED POCKET MAPS**

*containing*

**OFFICIAL CENSUS RETURNS**

*showing*

ALL STEAM AND ELECTRIC ROADS

ALL NEW POST OFFICES

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**CONCISE — ACCURATE — RELIABLE**

*ORDER STOCK OF ALL THE STATES*

*Sold to Date ————— 867,500 COPIES ————— 1911 Edition*

**IMPERIAL ATLAS OF THE WORLD**

**\$1.75**

NOW READY



**RAND-McNALLY & CO.**

CHICAGO

NEW YORK



## CONTRACT ALTERING

What the Law Says About Changing a Business Contract Without Consent of the Other Party—Question of Intent.

BY ELTON J. BUCKLEY.

Copyright 1911.

Many a man has innocently altered business papers or documents that have come into his hands in the course of business and thereby rendered them wholly invalid, though nothing was further from his wish or intent. And if the other party also did not know of the legal results of such an act, of course nothing happened, though this was more by good luck than by good management.

The legal rule is that any material alteration in a document, not agreed to by the other party, makes it wholly void. A material alteration is one that makes it speak a different language than it spoke before; in other words, any change that makes a different contract of it.

### INTENT IMMATERIAL.

The intent is entirely immaterial; a man may alter a contract or a note with only the beneficent intention of helping the other party. That makes no difference. If the other party wishes to consider his obligation at an end, he has a perfect legal right to do so.

This rule applies to any written instrument which can possibly be entered into between two or more persons—contracts, notes, checks, bills of exchange, bonds, deeds, leases, mortgages, bills of lading, insurance policies, receipts or bills of sale. For instance, a mortgage that is altered after execution by one party without the other's consent is no longer a lien on the property and cannot be foreclosed.

Of course, where a paper has been made invalid in this way, what has been done under it before the invalidity was discovered will not be undone. It is only as to its future operations that the document is invalidated.

This rule is enforced with especial rigidity in the matter of negotiable paper—notes, checks and bills of exchange. This is because the law refuses to allow the slightest tampering with instruments that circulate so freely. A note that is altered in any material way after execution becomes void as to everybody—maker, endorser and even an innocent holder for value. In the case of checks, the rule even goes so far that a bank which cashes an altered check will not be allowed to charge it to the maker's account.

I remember a New York case in point. A, a large employer of labor, intended to be absent over the weekly pay day. He drew a check for \$700 in favor of B, a

clerk, and dated it April 22, the regular pay day. B's orders were to take the check to the bank on the 22d, get the money and pay off.

The check was left in the check book in A's safe, a key to which B had. When A had gone, B got the check, changed the date to April 21, took it to the bank, got the money and absconded. The bank charged the \$700 to A's account, but A brought suit to get it back, and won. The court held that the bank should have noted that the date was changed and made inquiry before paying it.

Where a check has been raised, however, say from \$300 to \$1,300, the bank which pays it will be protected as to paying the \$300, because that much was authorized by the maker.

### WHAT IS A MATERIAL ALTERATION?

To consider a little more in detail what constitutes material alteration of a note or check, here are some alterations which have been held to invalidate the paper absolutely:

Writing a waiver of notice and protest on the back of a note voids it, especially as to endorser, for the reason that it enlarges an endorser's possible liability. Ordinarily the endorser of a note which the maker refuses to pay is not liable unless he receives proper notice of protest. Adding waiver of notice and protest would make him liable without notice.

Substituting different names of parties, or adding new ones, or eliminating some, voids the instrument as to everybody.

Changing an individual contract to a partnership contract also invalidates it, if all parties do not consent.

A change in the place of execution voids it, if thereby the legal effect is changed. For instance, in a recent case a promissory note was made in Philadelphia, and was dated there. After execution the payee altered the place to Camden, N. J., his object being to get it under the New Jersey laws rather than the Pennsylvania laws.

The courts held that the change had made it a totally different contract, and made it invalid as to everybody.

### ALTERING A DATE.

An alteration in the date of a note or check is also a material alteration, no matter whether it advances or postpones the date of payment. Even where the payee of a three months' note, generously—but without notice to the maker—altered it so that it became payable after nine months, desiring simply to benefit the maker, the court held that the paper had been invalidated unless the maker consented that it should stand.

A change in the amount set forth as principal in any paper binding the maker to pay money, is a material alteration and

makes it void. This even if the amount is reduced.

A change in the rate of interest is also material even though the rate is reduced. If the paper bears interest anyway, but states no rate, and somebody simply fills in the legal rate, the law does not regard the paper altered, because its legal effect has not been changed.

Adding an interest clause where the paper did not originally contain it, is by all courts held to invalidate it. Many, many notes have become waste paper through this form of alteration. A creditor would take a note for his debt, but would forget to see that the note specifically bore interest. After execution and delivery he would add "with interest at 6 per cent.," perhaps under the false impression that notes bear interest any way, whether stated or not. If the maker of the note wanted to raise the question, he could have the note thrown out of court every time.

The erasure of an interest clause is also a material alteration, even though it is against the interest of the man who does it.

Changing the time when interest shall begin to run, either to hasten or postpone it, is also a material alteration. So is an apparently unimportant change in the periods when interest is payable. For instance, making the interest payable every three months where the original paper made it payable every six months, or vice versa.

A change in the time of payment also voids the instrument, whether it hastens or postpones it.

So does a change in the place of payment, or a change by which an instrument originally non-negotiable becomes negotiable. This particularly when done by adding the words "or order" or "or bearer."

### THE CORRECTION OF DEFICIENCIES.

The mere correction of obvious deficiencies, or inaccuracies, however, will not invalidate the instrument because it does not legally change it. But extreme care should be taken to see that any alteration contemplated is of this sort. The only safe rule, where an alteration of even the most apparently trifling character is deemed desirable, is to take it to all other parties affected by it and get their consent endorsed on it in writing.

There are some cases in which the law is less ready to invalidate a paper—where the alteration was made easily possible by the makers' carelessness. Where a paper is negligently drawn, so that blanks are left, or the way to change it is otherwise left open, the paper is still good in the hands of an innocent holder for value, without notice of the change.

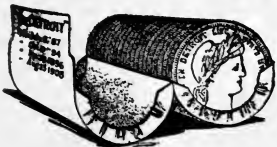
Some courts, however, even refuse to

(Continued on page 28.)



**THE NELSON CORPORATION**  
 EXCLUSIVE MAKERS OF EVERY KIND  
 AND STYLE OF LOOSE LEAF BINDING  
 DEVICE FOR THE RETAIL TRADE.  
 RULED AND PRINTED SHEETS FOR SAME  
 443 WELLS ST., CHICAGO, ILL., U.S.A.

**Mr. Stationery Dealer Don't Miss Your Share**



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

**The Detroit Coin Wrapper Co.**

Detroit, Mich.

Toronto, Ont.

**SLATED CLOTH**



Globes, Erasers, Alpha Crayon and other School Specialties.

The Original Andrews Dustless Eraser

**BLACKBOARDS**

Portable, Reversible, Framed, Roll-Up

**HYLOPLATE**

**WEBER COSTELLO CO.**

Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

**N. Y. Silicate Book Slate Co.**

20-22-24 Vesey St., New York.



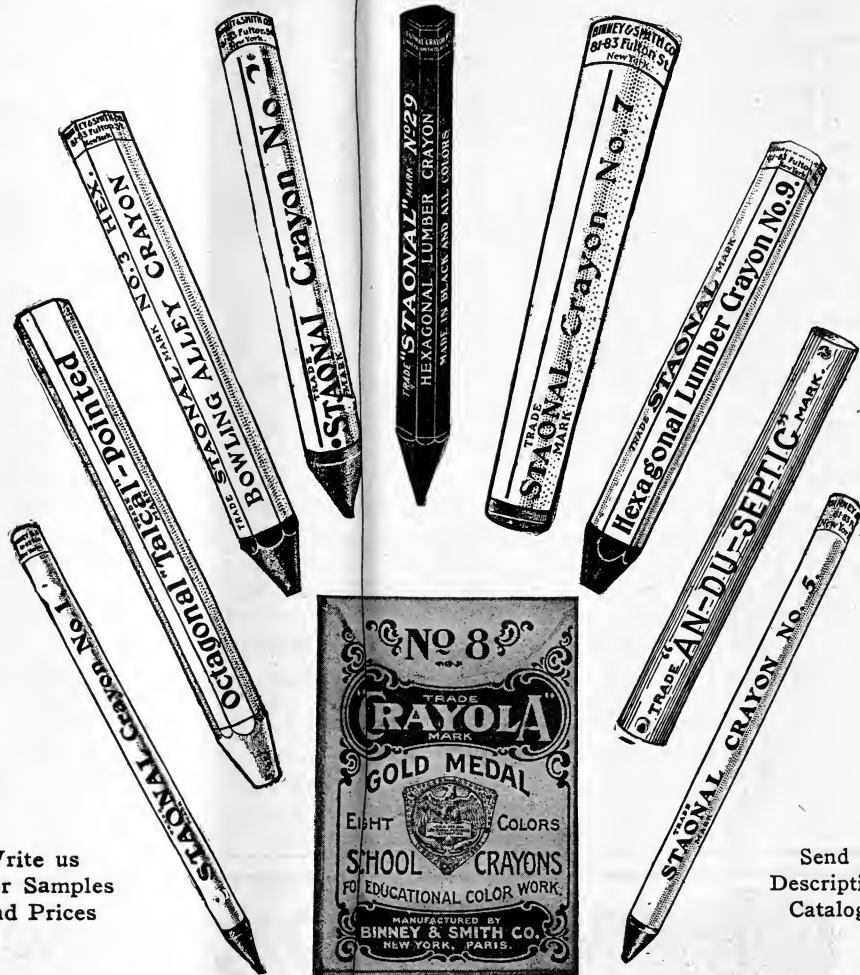
Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the **NEW YORK SILICATE BOOK SLATE CO.** 20-22-24 Vesey Street, NEW YORK

Factory

**N. Y. Silicate Book Slate Co.**

631-633 Monroe St., Corner 7th St., Hoboken, N. J

**CROWNED WITH EXCELLENCE**



Write us for Samples and Prices

Send for Descriptive Catalogue

**BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK**

1912

**EXCELSIOR DIARIES**

NOW READY



**KIGGINS & TOOKER CO.**

35-37 Park Place  
 NEW YORK

### Trade Publications at the Advertising Convention.

At the recent convention of advertisers in Boston, technical, trade and class publications had sectional meetings by themselves. Their interest and value was largely the arrangement and achievement of H. G. Lord, of Boston, chairman of the department.

In his remarks, Chairman H. G. Lord said:

"There are approximately 700 trade and technical publications in the United States, not including the farm journals. These specialized publications are devoted to commerce, manufacture, science and industry. They represent the great business life of this country. They are devoted to man's work, and a man's work is generally the subject that is closest and of most lasting interest to him.

These journals are read not only from the point of view of interest, but of real business benefit. They are subscribed to because the readers know it pays to read them, and their advertising pages are used more liberally every year because the advertising pays.

"I believe it is a conservative estimate that at least \$20,000,000 is spent annually in trade paper advertising. The expenditure of such a vast sum of money to produce the best results is a subject that may well receive the serious attention of all who

have to do with it, for it is not only the expenditure of the money, but the effect on the great business interests for which advertising furnishes powerful motive force. To increase its efficiency, therefore, means greater expansion of our business prosperity.

"Whatever trade and class papers may have been fifteen or twenty years ago, they are today publications of vital importance in our commercial and industrial life, spending great sums of money for news, market reports and technical articles, recognized as authoritative in their respective fields, wielding potent influence in trade opinion and exercising the greatest influence in the development of manufacturing and the spread of technical and scientific information.

"The assignment of one of the departments of this great advertising convention to this class of advertising is a fitting recognition of the large and growing importance of this field, to which some of the brightest and brainiest specialists in the advertising profession are devoting their attention."

### Can't Do Business Without It.

Kiger & Roby, Marietta Ohio, in renewing subscriptions to the AMERICAN STATIONER last week, writes: "Here's our check for one more year. Can't do business without the STATIONER. Have found a single copy worth the price of a year's subscription many times. More power to ye."

### CONTRACT ALTERING.

(Continued from page 26.)

go this far. They hold that no matter how or why the instrument was changed, it is invalidated.

The man who receives a note or check in payment of a debt is, of course, not wholly helpless if by some alteration the paper is made worthless in his hands. He can still sue on the original debt.

To illustrate, A owes B \$100 for goods sold and delivered, and gives him a note in payment. B changes the note in some way which invalidates it. A can legally refuse to pay the note on the ground that the alteration invalidated it. But A can still sue B on the original book account.

This is not the case, however, where the paper created the only liability that existed at all. Here all liability is at an end if the paper is materially altered, and in some cases a man who has paid out money on an instrument which he could not have been held on, because of its alteration, has been allowed to recover it.

I had almost forgotten to state one important fundamental application of this principle—that where a man enters into some sort of an agreement and a surety joins with him, the surety is at once discharged if the paper is altered in any material way without his consent.

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## School Season Is Here

---

### YOU NEED MORE ROOM

---

This is the time of the year when every dealer must rearrange his stock to take care of his school supplies. You must either provide additional space or put your stock back out of the way where it cannot be seen or sold. We have developed nearly 100 different fixtures that not only give you a better display, but will actually double your stock capacity. Some of them will surely interest you. They will furnish you new ideas for your store arrangement.

*Write for our Catalog*

**THE GIER & DAIL  
MFG. CO.**  
Lansing, Mich.



No. 251 Stock and Display Cabinet carries the stock inside. Displays on the outside. Used for any line of goods you carry in stock.

Lansing Carry-All Cabinets. Each pocket holds a month's supply of the different magazines.



## F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

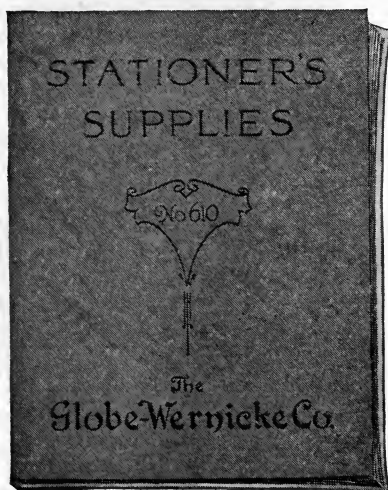
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mail your copy of  
Stationer's Supply  
Catalogue today.**

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Simply address Dept. A.S., 610.

**The Globe-Wernicke Co.,  
Cincinnati**

## ROMANCE OF BUSINESS.

## How Frank W. Woolworth Started His 5 and 10-Cent Stores—His Early Trials and Amazing Success—New Building.

This is the romance of an idea. It is the story of how a great skyscraper, the third loftiest structure in the world, may be built with dimes and nickels—if there are enough of them. The new building, soon to be a landmark of New York City, might be called a monument to the idea. And back of both the idea and the skyscraper is a unique personality, which is, after all, the only true subject of romance.

Americans already know about the skyscraper. It is to look like a vast tower in the Gothic style, extending 105 feet along Broadway and 197 feet on Park Place. With forty-five stories, it will rise into the air to a height of 625 feet, or thirteen feet higher than the Singer Building. The skyscraper will cost \$5,000,000. It will bear the name of its projector—the Woolworth Building.

## ORIGINATED THE 5 AND 10 CENT IDEA.

Frank W. Woolworth is the man, he of the "5-and-10-cent" idea and the brains, the ability and the courage to push it. Herein lies the romance of an idea. But like all stories worth while, this one depends, as has been suggested, on Mr. Woolworth's personality. So, when a New York Times reporter started out to find and analyze it, going to the merchant's offices in the old A. T. Stewart Building, at Broadway and Chambers street, during a brief wait he summed up some of the cut-and-dried facts of the subject.

Frank Woolworth owns 286 stores, besides supplementary warehouses, between Lewiston, Me., and Denver, Colo. About a year ago he started more stores in England. There are ten of them now, and two more in preparation. A recent census of the visitors of one day to his American stores gave their number as 1,500,000. This was in an ordinary business season; in holiday times the visitors number more than 2,000,000 a day. It requires something like 9,000 employees to keep the business moving smoothly.

The man who holds all of this under his thumb is not much over 50. He began, without wages, as a farmer's boy in a dry goods store in Watertown, N. Y.; set up his first store in 1879, and has been in business thirty years.

Besides these bare outlines, not much was generally known of Woolworth. There was a fabric of gossip, more or less inaccurate, but little that was substantial. Business associates spoke of him as a man who knew, thought, and did nothing but business. He was more than reticent, so the stories went; was taciturn to the point of silence.

When the reporter met Mr. Woolworth,

he found that all this was true—and it wasn't. The thick-set man, with iron gray hair, had the grit of steel about him. He had the deliberate manner and slow speech of one with 9,000 employees and a \$5,000,000 skyscraper on his shoulders. The rush of a big office seemed like the roll of green-backed stock certificates, and the visitors' cars that fluttered down constantly on his roll top desk—mere details of a business day.

It seemed a far cry from all this to a boy on a farm in Jefferson County, N. Y. His family had always been farmers, he said, in England, so far as they knew, before some of them migrated to New England in 1665, during several generations in Massachusetts, and after Mr. Woolworth's grandfather joined the Yankee advance westward, which left him a farmer near Watertown, N. Y.

## DELIGHTED IN PLAYING STORE.

Then, by one of those vagaries of Providence found now and then in all families, a boy appeared who seemed to be intended for something else besides farming. The boy, Frank, wanted to be a merchant. His father, an easy-going man, with no nose for a bargain, wanted Frank to be a farmer like the rest of them. The mother, a shrewd business woman, sided with the boy. She had noticed, perhaps, how Frank, when his father wasn't looking, would get his brother to set up an old board for a counter and "play store."

The reporter noticed paintings in the office, all modern landscapes of country scenes, full of sunshine.

"Evidently you still like the country?"

"No, I don't like the country," replied Mr. Woolworth. "While I was a boy I got to hate everything connected with a farm. I had too much of it. My boyhood rounded out the hardest years of my life. I wanted to be a merchant as far back as I can remember."

It seemed as if this ambition had to be. So the boy started to realize it. He began to gather capital. The first money he made was nine cents for a day's work picking hops. To this he added half dollars and dollars now and then, doing odd jobs for neighbors. His twenty-first birthday found him with \$50 capital. In the meantime he had been looking for a job in a store. For two years he tried and failed.

"What do you know about storekeeping?" asked the Watertown merchants. "You're nothing but a greenhorn."

The boy admitted it. But he was going to be a merchant, anyway. So a man in years and \$50 in pocket, he made a deal with the proprietor of a Watertown dry goods store. The "greenhorn" would spend his capital learning the business. In other words, he would work for nothing and invest his savings in himself. So the Watertown merchant put him to work unpacking dry goods boxes on the sidewalk.

## HE EARNED \$3.50 PER WEEK.

Young Woolworth worked three months for nothing—except experience. By that time his \$50 had been spent. Again he faced failure. He told the dry goods merchant of his predicament. The storekeeper liked the boy's grit. Besides, the lad had learned something. So when Woolworth ended the dicker, he was an employee of the store at \$3.50 a week.

Thus he served for six years. By the end of that time he was making \$10 a week. That was his income when he married a young woman in Watertown, to whom he credits much of his success.

These years of apprenticeship saw the birth of what may be called the Woolworth idea. One of the boy's early memories was of the fascination he felt in the visits of the wandering peddlers to his country home. He could not keep away, somehow, while his mother was bargaining with these itinerant merchants for tin pots and pans in exchange for her old iron or brass, rags and garden truck. Mr. Woolworth admits that these early memories had something, at least, to do with his idea. The first trading he did for himself was largely in wares like the peddler's.

But the Woolworth idea is more than this. It was based on an instinctive knowledge of human nature, the desire to get something for nothing. This is, of course, the inspiration of every bargain sale. In one of its forms the appeal is seen in odd prices, like \$1.67 or \$4.98, suggesting a discount. Woolworth put it in another way. He fixed a uniform price, 5 cents at first; then 5 and 10 cents. Of course, everything offered had to be worth the 5 and 10 cents. But every article that seemed to be worth more was a bargain, and would sell all the faster.

At first everything Woolworth sold was 5 cents. He had only a counter in the Watertown store. There was the collection of tinware such as was sold by the peddlers, and an assortment of cheap jewelry, highly colored, pressed into fancy shapes, and very popular with the young people who lived on neighboring farms.

The idea in itself meant success. Nor is what follows due entirely to a natural genius for trading and a share of that Yankee shrewdness which helps New Englanders to make money in almost anything, from a nutmeg to a threshing machine. The boy was willing to take chances, but every man who prospers does that. Such qualities are found in all successful merchants, men, for instance, like A. T. Stewart, Marshall Field, or Eben Jordan. Mr. Woolworth was asked to supply the missing links.

"For one thing," he replied, "I knew when to run. I won't try to recall how many times my ventures have failed. I don't mean failure in the sense of bankruptcy. I have never had to do that. But I mean opening a store somewhere, finding the conditions were not right, or the loca-



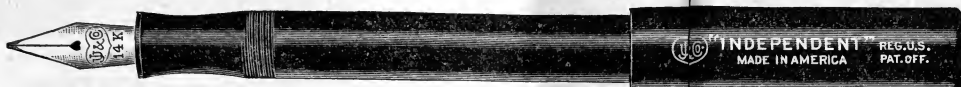
It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

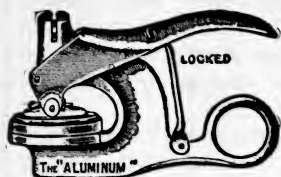
"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50  
With No. 2  
Gold Pen.



\$2.00  
With No. 5  
Gold Pen.

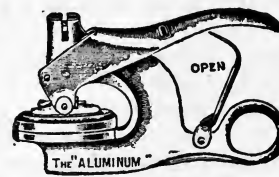
THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.  
WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JICO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.  
27 THAMES STREET. J. ULLRICH & CO. NEW YORK CITY



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/8" DIAMETER



Sold by All Up-to-Date Dealers, or Write to MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure. We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from. Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

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DIAMOND BRAND TYPEWRITER RIBBONS AND  
TIP TOP BRAND CARBON PAPERS  
SPECIAL BRAND  
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THE S. T. SMITH CO.

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Headquarters for Manifold Filmsies, also a complete line of Typewriter Linen Papers, etc.

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

RICHMOND, VA.

CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

tion was wrong, or that I didn't have the right sort of a man to manage it—something like that—then knowing when to close out the business, shut up shop and try somewhere else."

#### HIS SECOND VENTURE.

Thus he summarized the story of his early growth as a merchant. The 5-cent counter in the Watertown shop succeeding, Woolworth opened a 5-cent store in the neighboring town of Utica, in a small place now used as a barber shop.

It is said of Asa Packer, projector of the Lehigh Valley Railroad and founder of Lehigh University, that when he became a millionaire he was fond of taking wealthy visitors to his mansion in Mauch Chunk, Pa., into a corner of his library and showing them the harness of the mule he drove on a towpath years before, while his idea of a tidewater railroad was germinating. So Mr. Woolworth treasures a similar relic—the first bill of goods for his little store in Utica. Yellow with age now, it is for \$322.14, all the money he had in the world then and more, too.

The Utica store was capitalized largely with unbounded faith. Even the \$30 rent demanded by the landlord in advance, so the story goes, was a serious proposition, and young Woolworth tried to have it remitted. Everything in the store was 5 cents. The idea succeeded at first. But after two months trade began to dwindle. It seemed to be too big a proposition and ahead of the times. The store was opened in February, 1879. In the following May young Woolworth decided to shut up shop and try again somewhere else.

#### PLANS A FRESH START.

He went back to Watertown and planned a fresh start. Taking a statistical guide of the country, he checked off cities that looked favorable. New England was tempting. But Woolworth told himself that his Yankee shrewdness would be matched by others equally shrewd and he might be outwitted.

Finally he turned southward and chose Lancaster, Pa., as the scene of his next venture. Any one who knows this town will realize that there the odds might seem to be against him. The people of Lancaster are old Anglo-Saxon stock mingled with Germans, or "Pennsylvania Dutch." Thrifty, settled in their ways and mostly well-to-do from the riches of the garden country around them, they had every reason to be conservative.

Many of them looked askance on Woolworth's new store at first, as if every woman and child of them was from Missouri. For a while many passed on to older stores, where prices were higher, but where their mothers and sometimes their grandmothers had traded before them.

The Woolworth store was anything but pretentious. The proprietor had sent there, in June, 1879, what was left of the goods

in the Utica shop. The new store was 14 feet wide and 35 feet deep, in an old-fashioned building, with no show window to speak of and furnishing that meant an outlay of less than \$20. It was, though, the nucleus of a fortune now expressed in a \$5,000,000 New York skyscraper.

The bacilli of the bargain hunter are in every woman's blood, however blue or conservative. Gradually Lancasterians were "shown." Then one of the phenomena of Pennsylvania occurred. As a noted jurist once remarked of Philadelphians: "They are very slow in getting started, and will oppose and criticize to the limit of patience. But let them once be convinced that a thing's good, and they'll develop it most thoroughly."

Precisely that happened to Woolworth's Lancaster store. His trade began to boom. His shop was expanded into one of the handsomest business blocks in the city. Now Lancaster is an important Woolworth center, with a new warehouse that is one of the sights of the town.

This success was typical of the grit of the man. It foreshadowed the beginning of a long and bitter business fight, during which a fortune of millions was gathered as the fruit of failure. Woolworth now expanded his original idea into stores with a uniform price of 10 as well as 5 cents. At first he sold tinware, cheap jewelry and notions. Then crockery, laces, Christmas tree baubles, toys, agate ware, candies and similar articles were added, until the business stocks acquired their present variety.

Therein Woolworth found the elements of the bitter business fight covering many years. His dilemma then and always has been to buy goods at prices cheap enough to sell for 5 and 10 cents. He was a radical in business pounding against the stone wall of conservatism. This is the way he summed up the fight to the reporter:

#### THE TIN PLATE AS AN EXAMPLE.

"The old-fashioned trader would sell a few things at a big profit—he had to make the big profit because his sales were small. Take a tin pie plate as an example. When I started, they were sold over the counter for 25 cents each. It seemed ruinous to offer the plates, as I did, for 5 cents. Now, the pie plate cost about 4 cents, and was sold by the tinsmith for 7. The other 18 cents asked for it meant the profit of an occasional sale.

"I found I could sell 100 pie plates for 5 cents each where the old-fashioned merchants would sell a dozen at 25 cents each. I always paid cash. Ordering pie plates by the gross instead of dozen, I could get better terms. Paying cash meant a discount. Making large sales allowed me to scale down the profit to the smallest and still make money. So I found I could sell the 25-cent plate for 5 cents. Now they are selling two for a nickel."

This principle of business is familiar now, but was new thirty years ago. It stirred

up bitter ill-feeling from rival retailers, and was met with incredulity by the old-fashioned wholesalers and jobbers. Woolworth had a hard row to hoe. So narrow was his margin of profit for instance, that he would wait for some cheap excursion to take him from Lancaster to Philadelphia to do his buying—he would not add the expenses of a trip to New York.

Reaching Philadelphia, the wholesale dealers and big manufacturers looked on him with suspicion. He was snubbed, discouraged and regarded as an interloper. Was not Woolworth selling tinware, towels, thread, crockery and Christmas-tree baubles at half the prices the old-fashioned merchants were asking? Was he not breaking the time-honored rule of trade: "The smaller the article the higher the profit"?

#### OFTEN "SHOWN THE DOOR" BY WHOLESALERS.

Here is an experience that is typical. Woolworth went into a large jobbing hardware house in Philadelphia and asked to see some knives and forks. A clerk handed down several samples from the shelves quoting the prices.

"They cost too much," remarked young Woolworth. "I want something to sell for 5 cents."

"The h—l you do," replied the clerk. "You must be looney."

"I've had them before."

"Well, maybe you have," retorted the clerk, "but I don't believe it."

Recalling the incident with a laugh recently, Mr. Woolworth added that he had been shown the doors of dozens of wholesale stores in this way. But he kept everlastingly at it, because the bargain hunters bought his goods and kept on buying in ever-increasing numbers.

Gradually manufacturers and jobbers began to see that immense quantities of goods sold in the Woolworth stores would pay a profit even at small values. Soon Woolworth was back in the cities where he had failed; he opened new stores, and succeeded. Once he had dreaded New England. Now he has half a dozen stores in Boston alone.

"But when did the landslide come?" asked the reporter. "I mean, when did the wholesalers and manufacturers come to your way of thinking so completely that you had a clean sweep in your expansion?"

"I can hardly say they have ever come over in quite that way," Mr. Woolworth replied. "It has always been buying—buying—and bargaining. You know I don't manufacture anything, as some merchants do. We only buy and sell."

Something has been said of the metallic grit in Frank Woolworth's manner, of his reticence and his mental concentration in his business and the development of the Woolworth idea. These are the qualities in the merchant which most people doubtless see and remember. But as the reporter studied him, another Frank Woolworth,

(Continued on page 35.)



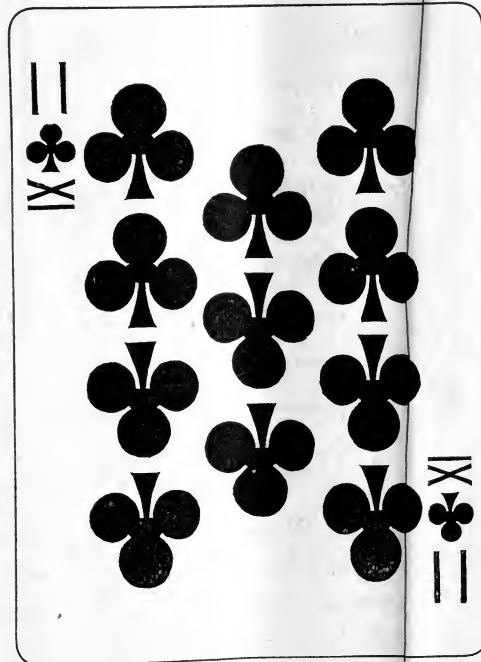
# 500. FIVE HUNDRED PLAYING CARDS.

WITH 11 and 12 SPOTS.

Patented, June 30, 1896.

IVORY OR AIR-CUSHION FINISH.

A club quality card  
 at a moderate price  
 —club backs suit-  
 able for all games—  
 a necessity for six-  
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ACTUAL SIZE FACE CARD.

Every dealer in  
 Playing Cards  
 should have No. 500  
 with 11 and 12 spots.

PRICE:  
 \$42.00 list, per gross  
 3.50 " " dozen.

For those who desire designs more elaborate we recommend  
 our No. 1. BIJOU Playing Cards with 11 and 12 spots.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, U. S. A.

Copyright 1907, by The U. S. Playing Card Co.

## THE BUSINESS MAN'S STORE

As the Stationer's Store Is the One Merchants Seek for Supplies, Their Needs Should Be Anticipated—Sell Brains.

"Business Men's Department Stores" are the result of present-day methods and the evolution that has been going on in business during the past decade. The Business Man's Department Store evolved from the old-time stationery store, which was generally looked upon as a place to buy pencils, pens and writing paper. This idea is now as passe as the goose quill. The steel pen superseded the quill and the advent of the fountain pen drummed the steel pen to the rear ranks.

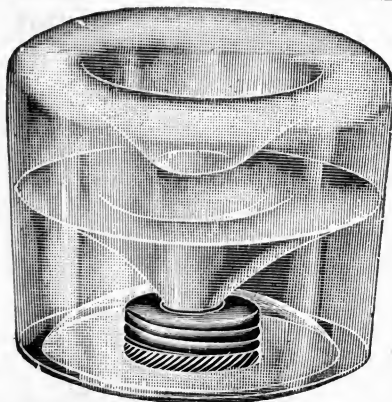
The modern stationery store is, in reality, the Business Man's Department Store, and the more proprietors of such stores impress this idea upon the minds of their customers, the greater will be their importance in the community. On the other hand, the more vivid becomes the realization in the mind of the busy man that this is true, the greater the value of the Business Man's Department Store to him.

The modern stationery store is a complex affair, and quite as essential to the transaction of business as anything that comes in close contact with it. Upon these stores the busy man must depend for everything he uses in the transaction of his business detail. The stationer supplies the tools of his business, and if he is a live one, he decides how much the business man will spend for these tools, what systems he will use, and what ideas he will adopt. The business man must study to meet the requirements of his own trade, and he cannot, therefore, spend much time studying the mere details—someone else must do this for him—and this is where the man at the head of the Business Department Store takes his place.

BUSINESS MEN DEPEND ON STATIONERS.

The live business man who learns to de-

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST. NEW YORK

pend upon his stationer upbuilds for himself a real asset, for the amount of time and labor that a live stationer saves for his customers is worthy of careful consideration. The stationer from his wide experience of having fitted up many offices, and as a result of the years of study he has put on business detail, is enabled to give the business man exactly what he needs—the things that will perform the proper functions with the least friction—and in doing so makes a profit for himself and gives his customers what is worth a great deal to him.

The old-time stationer who stood behind his counter and waited for customers to come in and tell him what they wanted had only one thing to sell, and that was "merchandise." Usually a man who sells only merchandise sells a poor quality of goods. His shelves are almost always dusky, and you can picture for yourself the sort of stationer I have in mind. He wears

spectacles. His hair is bushy and is not on speaking terms with a brush and comb. He waits on his trade in his shirt sleeves, doesn't possess a cash register—he doesn't need one—his desk is a home-made high affair with one drawer in the center in which he keeps his cash and his records.

(To be continued.)

## WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

SEALED BIDS will be received by the Board of Water Supply, at its offices, seventh floor, 165 Broadway, New York, until 11 A. M., on Friday, September 22, 1911, for Contract Z, for furnishing and delivering stationery supplies.

At the above place and time the bids will be publicly opened and read. Pamphlets containing information for bidders can be obtained at the above address by depositing the sum of five dollars (\$5.00) for each pamphlet. For further particulars see Information for Bidders.

CHARLES STRAUSS,

President,

CHARLES N. CHADWICK,

JOHN F. GALVIN,

Commissioners of the Board of Water Supply.  
JOSEPH P. MORRISSEY,  
Secretary.

TRAVELING MAN WANTED, covering Southern States, to carry high grade line on commission; must be acquainted with the wholesale stationery, drug and toy trade. Liberal arrangement with first class man. Address High Grade, care American Stationer.

YOUNG MAN as inside salesman in stationery store, experienced, energetic and willing. Good position to right person. Best references required. A. Pomerantz & Co., Philadelphia, Penn.

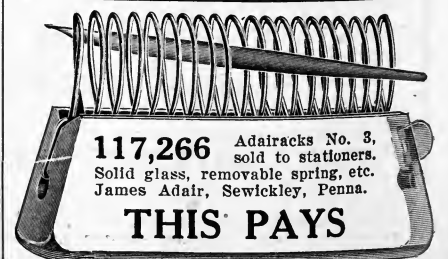
WANTED—One young man who knows commercial stationery and likes it and wants a chance to get ahead. He will have to be a live one. Rush answer. Address your application and references to W. K. Stewart, Pres. W. K. Stewart Co., Indianapolis, Ind.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Having sold my interest in the Hoge Mfg. Co.

I want exclusive agency for Boston, New York, Philadelphia, Baltimore and Washington. Am known to retail and jobbing trade.

Hampden Hoge,  
108 Fulton St., N. Y.



117,266 Adairacks No. 3, sold to stationers. Solid glass, removable spring, etc. James Adair, Sewickley, Penna.

THIS PAYS

## Jewish New Year Cards

SOLD BY

Thompson Smith Company  
263 Fifth Ave. New York

Write for Samples

## Engraved in Hebrew and English

PRICE \$2.50 PER 100

God Beveled Cards or Folders each in an envelope.

## The Host

of Visiting Buyers (The Trade Umpires) who have called at our sample rooms thus far this summer have pronounced our line of Tally and Place Cards the "Best Attempt." There's a good Reason Why. Are we acquainted? Samples on request. No catalogues.

LEUBRIE & ELKUS

18 E. 14th St. New York



**ROMANCE OF BUSINESS**

(Continued from page 32.)

more or less paradoxical, revealed itself. To see both sides is necessary to an understanding of his success. The two parts of the paradox fit together to form a personality.

With all this talk of business the surroundings seemed paradoxical. The reporter had talked with some of the biggest business men in New York. Their offices had left a general impression of solid, elegant simplicity. Here the room blossomed into ornate French florescence after the style of Louis XIV. Gilt scrolls ran around or up and down the mahogany tables and chairs and over the roll top desks with a gold mask here and there. Behind them were mahogany pilasters with panels of green velours between, and the paintings, of country landscapes, full of sunshine.

Two questions were put to Mr. Woolworth:

One was: How can a merchant handle the business of 286 retail stores while giving none of them constant personal supervision? The second question partially answers the first. It was: How can 9,000 employees be organized into a going, profitable concern under one man?

"I guess I have the knack of knowing the right sort of man when I see him," replied Mr. Woolworth. "They say I'm a hard master. But somehow the right sort stay on with me. I met one of my boys the other day, for instance—I call them boys, but many are really men.

"By the way, how long have you been with me?" I asked.

"Twenty-two years," he replied. He began as a boy of 12.

"I pick out boys of the right sort. Presently some of them get to be managers of stores. I let them go ahead and manage. We have a newspaper with store news that is circulated among the places. Then I let the managers deal with those under them in the way of picnics, or dances, or a dinner now and then.

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The annual outing of the Broadway Ramblers, better known as the employees of the Tower Manufacturing and Novelty Company, takes place on September 10 at Eitner's Midland Park, Grant City, Staten Island, New York. The tickets are \$3.50, and include breakfast, dinner and refreshments. The boat leaves the ferry, foot of Whitehall street, at 9:30 a. m. Members of the trade can secure tickets by addressing Outing Committee, care of Towers, 306 Broadway, New York.

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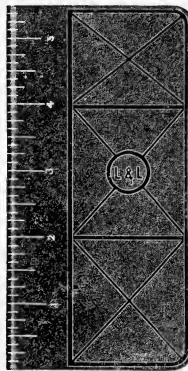
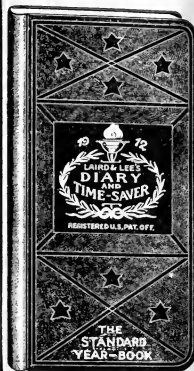
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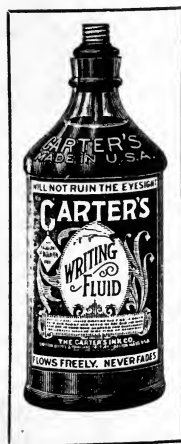
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## Notes on New Books

### A Protean Hero

A unique hero is he of "The Price," by Francis Lynde (Scribners, \$1.30 net); an author, a bank robber, a philanthropist, a gentleman, a would-be murderer, and, withal, a romantic lover and a man of tender heart.

Mr. Lynde has done his best with this queer compound, but he does not command the reader's sympathies, and, consequently, the tale goes heavily. We are more shocked by the heroine's bad taste than impressed by her personality. Mr. Lynde always writes well, but his vigor and vivacity fail to subdue his unpleasing material.

"The Price" comes near to being a capital story, but the author does not succeed in lifting his hero out of the criminal class nor in making the tale credible enough to give it grip.

### Hypnotic Romance

"Shadow-Shapes," by Maude Annesley (John Lane Company, \$1.30), is a dramatic tale of hypnotism applied to romance. A husband passionately devoted to his young wife has valvular disease of the heart, and, by means of frequently hypnotizing her and giving her suggestions while in that state, brings into her subconscious mind the fixed idea that when he dies, she is to die also. He is aware that she is loved by his friend and physician, and that she innocently returns that love. To secure his friend's unremitting care, the invalid solemnly swears to him that the wife's life will cease with his own. MacFarlane, the physician, conjectures the cause, studies hypnotism in Paris, and comes back to try to counteract the husband's power.

This highly original plot is worked out with much skill and with abundant incident. The author enlists for the husband as much sympathy as censure, and represents as honestly and faithfully his friend the man who is unfortunate enough to love his wife. The denouement is brought about in a fashion wholly unexpected. The story piques curiosity and is worth the reading.

### Two Women and a Genius.

"The House of Silence" (Dana Estes & Co., \$1.35), by E. Everett Green, is an English story, in which a young author has the good luck to find a secretary whose mind works in such harmony with his that she can aid him in saying the things he wants to say in the way that he wants to say them, and the two books that he writes with her help bring him immediate fame. They contemplate mar-

riage, when he falls under the sway of a beautiful young woman from America, strong willed and fabulously rich, yields to her influence, and allows her to marry him without delay. His former secretary, Silence Desart, inherits a lonely old house and a small income, and goes there to live in "the House of Silence." But the genius of the author withers under the influence of his wife and her wealth, and he grows to hate them both. And at last tragedy and the wife's Nemesis solve the problem.

The story is written with poetic appreciation of the spiritual needs and values of life, and the author keeps his narrative upon the higher levels of taste and feeling while his two chief characters are portrayed with force and reality. But he lacks constructive skill and his plot, slender though it is, is clumsily contrived and developed.

### New Books from the West.

Among the publishers, aside from those in Boston and Philadelphia, whose announcements are the subject of special letters, there are the Bobbs, Merrill Company, of Indianapolis, and A. C. McClurg & Co., of Chicago. Both intend to publish early a larger list than usual. The forte of the former is a series of dramatic novels dealing with crime, society, adventure, and, in fact, any theme which lends itself to rapid movement and high colors. Indeed, colors meet the eye as well as stir the emotions, for each volume is inclosed in a bright-pictured wrapper, which, together with the colored illustrations in the body of the volume, bears the name of some well-known colorist such as M. Leone Bracker, Andre Castaigne, W. B. King, A. B. Wenzell, Alexander Popini and E. Frederick.

Through this house and in this form will presently appear Harold MacGrath's "The Carpet from Bagdad," which for three months has been a conspicuous feature of The Columbian Magazine; "Rose of Od Harpeth," by Maria Thompson; "A Person of Some Importance," by Lloyd Osbourne; "Dividing Waters," by I. A. R. Wylie; "The Yellow Letter," by William Johnston, and other stories which one usually tries to read at a sitting, all full of the dramatic and the tragic and where romantic and sordid love combat with each other for supreme possession.

The McClurgs, of Chicago, have a definite aim in most of their publications.

It is—through biography, books of description, and even fiction—to exploit the great Middle West while there are writers still alive who took active part in its exploitation in the pioneer days. It thus gives at first hand what a score of years hence would be impossible. Among the early Fall fiction of these publishers are "The Texican," by Dane Coolidge; "Out of the Primitive," by Robert Ames Bennet, and "Emerson's Wife," and other Western stories, by Florence Finch Kelly. More serious books which will bear the McClurg imprint shortly are "Kansas in the Sixties," by Samuel J. Crawford, and "The Expedition of the Donner Party, and Its Tragic Fate," by Eliza P. Donner Houghton.

### Exciting Times These.

A rattling, exuberant, melodramatic tale is William MacLeod Raine's story of "A Texas Ranger" (Dillingham, \$1.25), brimful of holdups and gun fights, lynchings parties, and desperadoes, coolness and courage, with enough lovemaking added to give the due romantic flavor. The story opens in Arizona, near the Mexican line, with a good-looking young woman drawing a gun on a solitary traveler, who happens also to be a good-looking young man, and demanding the loan of his smart trap and pair of horses. She is finally induced to explain her unconventional conduct, when it appears that she is convoying an escaped convict, whom she believes to be her brother, to Mexico and safety.

All this is startling and unusual enough, but it is merely the beginning. And the events that race along the pages thereafter make it seem mild and commonplace. The author has a comfortable way of settling his love affairs one at a time. He attends first to the girl and her hold-up and gets them off his mind inside the four exciting days. Then he takes their friend and rescuer, the Texas Ranger himself, on a little jaunt into Wyoming on the trail of the convict.

In the course of his journey some unexpected trouble crosses his path in the shape of a plucky girl who is too handy with her gun. And, of course, in the end that is quite the most fortunate thing that ever happened to him.

### Woe, Woe, Woe!

The people in Mary R. H. King's "The Judgment" (New York, Demille Publishing Co., \$1.20) have a way of clasping their hands in agony and crying out "Oh, my God" that fairly pries open the reader's jaws—but what sound comes through them is another case of lady or tiger. They have a very harrowing time, however, and the heroine, in particular, is deeply distraught and exclaims enough "my Gods" to satisfy even a Third Avenue theatre audience. She is a lovely

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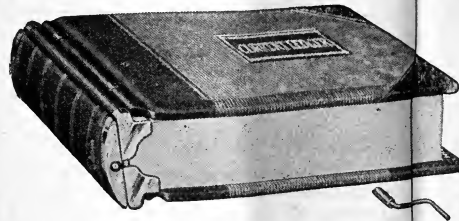
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girl who, to save her mother from dying of hysterics, marries a bad and burned-out sort of man who has heaps of money. What with her husband's wickedness and the evil tongues of his friends she has ample reason for all of her agonized exclamations. And at the end the reader asks, why bring such a good and lovely creature into fictional existence just to inflict upon her—and upon those who read about her—all these woes?

#### "The Common Law."

Having now in his "proverbial phrases" series given us "The Fighting Chance," left "The Danger Mark" behind him, and passed "The Firing Line," the ingenious and untiring Mr. Robert W. Chambers has arrived at "The Common Law" as the title of his newest book. (Illustrated by Charles Dana Gibson; D. Appleton & Co.; \$1.40 net.) The book is new, though the story has been running prosperously in a magazine for a matter of a year, and has, doubtless, like other Chambers serials, been eagerly read from month to month.

The plot is an adaptation, Americanization, and—if Mr. Chambers will forgive us for saying so—vulgarization of the Trilby idea. That is to say, it deals with an artist's model, who is very young, very beautiful, very generous, and very good. Since Mr. Chambers is the author, it deals also with the City of New York and touches upon the life of the idle rich and the ancient aristocracy of Washington Square. In fact, the hero is a scion of that ancient aristocracy who has taken to painting, and week-ends at country houses are no more omitted from the programme than are those piquant scenes from studio life, which it is the principal aim of the book to exploit to the utmost advantage.

In this last matter Mr. Chambers has been very ingenious indeed. His first chapter, which begins with a knock at a studio door and introduces the heroine in the very act of beginning her career as a model for the figure, is calculated at once to shock the puritanical and soothe the fastidious, to excite the liveliest curiosity as to what is to come, and to cast over what does come the cloak of art innocence and the moral uplift. In the following chapters and up to the very end the author is busy inventing and artfully leading up to situations which offer the utmost range of impropriety, and, after pleasantly alarming the reader, gallantly extricates the lady without serious damage to body or soul. The poor working girl is always safe in Mr. Chamber's hands, and yet he spares no pains in order that this fair Valerie of his may seem perpetually on the verge of peril. The unchaperoned and undraped terrors of the studio are not enough—there must



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be a wine-drenched New York's Eve in a Broadway restaurant and even a personal encounter with a wicked millionaire who has to be subdued—appropriately—with a dog whip clutched in “strong, smooth, young hands” in a lonely spot in his own woods in Orange County. Nay, more, only the providential presence of an open window, out of which he falls backward to his death, saves the heroine at last from a too fervid and very famous artist with hot Spanish blood in him.

Hardly, in fact, does the leading lady of that bloodcurdling and tear-stained melodrama “Defending Her Honor,” win to safety and happiness ever after through ways more beset with perils. There is, indeed, no good reason why “The Common Law,” as a play, might not set a whole theatre full of girls weeping and laughing and gasping by turns. Of course, the studio scenes would have to be edited—perhaps omitted.

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“The Secret Garden.” By Frances Hodgson Burnett. 12mo. New York: Frederick A. Stokes Co.

“The House of Silence.” By E. Everett Green. 12mo. Boston: Dana Estes & Co. \$1.35.

“The Winning of Barbara Worth.” By Harold Bell Wright. 12mo. Chicago: Book Supply Co. \$1.30

“The Angel Opportunity.” By Jessie F. Hogg. 12mo. New York: American Tract Society. 75 cents.

“The Strugglers.” By Uno Upton. 12mo. Chicago: Dearborn Publishing Co. \$1.

“Children of To-morrow.” By Clara E. Laughlin. 12mo. New York: Charles Scribner's Sons. \$1.30.

“Kennedy Square.” By F. Hopkinson Smith. 12mo. New York: Charles Scribner's Sons.

“Her Little Young Ladyship.” By Myra Kelly. 12mo. New York: Charles Scribner's Sons. \$1.25.

“The Ne'er Do Well.” By Rex Beach. 12mo. New York: Harper & Brothers. \$1.25.

“A Portentous History.” By Alfred Tennyson. 12mo. New York: Duffield & Co.  
“Tales of the Town.” By Charles Belmont Davis. 12mo. New York: Duffield & Co.

“The Harvester.” By Gene Stratton-Porter. 12mo. New York: Doubleday, Page & Co. \$1.35.

“On the Iron at Big Cloud.” By Frank I. Packard. 12mo. New York: T. Y. Crowell Co.

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“Mona Lisa.” By Guglielmo Scala. 12mo. New York: T. Y. Crowell Co. \$1.

“The Common Law.” By Robert Chambers. 12mo. New York: D. Appleton & Co. \$1.40.

“Celibacy.” By Leon R. Jacobs. New York: Broadway Publishing Company. \$1.50.

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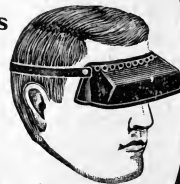
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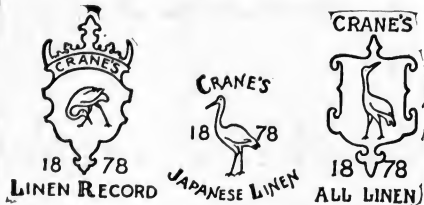
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